



## **Content Management mit XML: Grundlagen und Anwendungen (Xpert.press) (German Edition)**

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## **Content Management mit XML: Grundlagen und Anwendungen (Xpert.press) (German Edition)**

"Content Management mit XML" wendet sich an Mediendesigner und Entscheider im Bereich Electronic Publishing, die eine fundierte Antwort auf die Frage benötigen, ob und in welchem Maße XML für Content Management-Aufgaben geeignet ist, also für die Erzeugung, Aufbereitung, Präsentation und Wiederverwendung von Inhalten. Hierzu werden die funktionalen, technologischen und konzeptionellen Grundlagen sowohl des Content Management-Prozesses wie auch des XML-Standards herausgearbeitet und präsentiert und damit verdeutlicht, warum XML die Schlüsseltechnologie beim Aufbau von Content Management-Prozessen aller Art ist. Vertiefte XML-Kenntnisse werden nicht vorausgesetzt. Ähnlichkeiten und Unterschiede zwischen XML, HTML und Datenbanken werden herausgearbeitet und der Einsatz von XML in kommerziell verfügbaren Produkten vorgestellt. In der 2. Auflage wurden die Neuerungen und Fortschritte besonders bei der Standardisierung berücksichtigt.

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