

# Journal of Digital Asset Management

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**Journal of Digital Asset Management** is the official publication of Henry Stewart's DAM Symposium.



## Aims and Scope:

**Journal of Digital Asset Management** is the definitive bi-monthly publication designed specifically for business executives involved in developing, deploying and maintaining DAM systems and those concerned with managing digital assets - and maximizing the contribution of digital assets to strategic business goals.

The Journal combines provocative thought-leadership pieces, which expand and broaden what can be achieved with DAM, with actionable advice and 'lessons learned' from practitioners. Whether you are a new adopter or mature user, the Journal offers invaluable intelligence on the crucial strategic, technological and operational aspects of DAM, reviewing both users' experiences in the form of case studies and what vendors are doing in the current market.

**Journal of Digital Asset Management** provides a unique forum for all those involved in DAM to present, share and explore new ideas, latest thinking and best practice. Subscribers can thus keep track of the latest developments in the strategy, deployment and technology behind DAM, which makes the journal and its exclusive subscribers' bulletin board an indispensable guide for those developing projects - and careers - within this fast emerging field.

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