



Conversation and Community: The Social Web for Documentation

Anne Gentle

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Anne Gentle's *Conversation and Community* has become the go-to reference for social media and technical communication. Her clear-eyed survey of the social media landscape has been adopted by many universities and is widely used by technical communicators. Now, in this second edition, she has updated and expanded her book, adding chapters on building a content strategy, analyzing web techniques, and developing an open source strategy. With more interviews and case studies, this is your guide to the new world of technical communication and social media.

Inside the Book

- Towards the Future of Documentation
- Defining a Writer's Role with the Social Web
- Community and Documentation
- Commenting and Connecting with Users
- Wikis as Documentation Systems
- Finding Your Voice
- Content Strategy for Community Documentation **NEW Chapter**
- Analyzing and Measuring Web Techniques **NEW Chapter**
- Open Source Documentation **NEW Chapter**
- Concepts and Tools of the Social Web
- Glossary, Expanded Bibliography, and Index

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