A case study
Arguing for taxonomy
As a digital preservation tactic

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Or, what to do if:

1) You’re not a cultural heritage institution

2) Your industry is undergoing breathtaking transformation of historic proportion

3) You can’t be sure you’ll be around tomorrow
Period of professional identity crisis
Why Taxonomy?
Content strategy is a business differentiator.
When does the life of a story begin?
When does the life of a story begin?

As many times as you want it to.