



# Editorial

*Journal of Digital Asset Management* (2007) 3, 55. doi:10.1057/palgrave.dam.3650073

In this issue, Volume 3, Number 2, we cover issues on DAM and marketing. Our articles focus on the cost-implementation benefits of a rich media DAM (Meek), MRM: functional areas (Jansen and Riemersma), strategic marketing (Patterson), DAM and service-oriented architecture (Hurst and Hoffert), strategic management of media assets (Van Niekerk), importance of MRM (Kerpisci) and the long-term reuse value of assets (van Wijngaarden).

In this issue's installment of Cycle Time, Michael Moon introduces the "Mastery Model" the journey towards beginning the discovery of desires and impulses towards the formulation of ideals.

Brian Meek, Director of Product Marketing with Interwoven kicks off with "Beyond Digital Asset Management — unlocking value where interactions and content intersect." Owing to Meek's experience evolving Media Bin Asset Server, he is expert on topics of image data rendition management. In this article, he identifies web content management software as a key foundational element of multi-channel automated publishing systems. Besides this foray into a new market dynamic, he has included a primer on Enterprise DAM as a supplemental sidebar to his article.

Romek Jansen and Frans Riemersma of MRM Logiq are next with "MRM, making DAM and CRM stick together." This piece guides the business leader towards integration of DAM with MRM, increasing marketing efficiency through the examination of functional areas in marketing resource management.

Laura Patterson of VisionEdge Marketing presents a brief article entitled "Quality Marketing: Making Marketing More Strategic."

This guide should assist CEOs in measuring the accountability of their marketing efforts, through the selection and implementation of workable metrics; how to define market share and calculate business outcomes.

Chuck Hurst (Scripps Network) and Eric Hoffert (Versatility Software) contribute an extensive piece, "Building DAM Solutions for Service-Oriented Architecture." This excellent, thorough piece presents many implications which should be considered by DAM vendors in adapting DAM within a SOA environment.

Next, an empirical study, "Strategic Management Of Media Assets For Optimizing Market Communication Strategies," by A.J. Van Niekerk, of the University of Johannesburg. Models and strategies are presented succinctly by Van Niekerk for the efficacious management of media logistics.

Atilla Kerpisci of NykampNyboer presents a short article next, entitled "Marketing Resource Management: Hype or Must-have?" Read on for an informed and practical overview of the topic.

We close this issue with an extensive paper from Hilde van Wijngaarden, head of the digital preservation department of the National Library of the Netherlands, "Long-term preservation and permanent access: How to ensure the long term reuse value of your digital assets." Van Wijngaarden touches on the nature of digital preservation, the uses of metadata, the story behind the Dutch e-Depot (international digital archive) along with potential pitfalls in the current processes.

We welcome your questions and comments!

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