

## ***STRATEGIC OUTLINES: BETWEEN VALUE AND DIGITAL ASSETS MANAGEMENT***

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### ***Abstract:***

*Enterprise content management leverages digital asset management to support business channel diversity. Business asset management technology is targeted to products and final services. By capturing photos, videos, logos and other creative assets in a central repository it becomes possible to control how, when and by whom these assets are used. The ability to locate different images enhances collaboration inside and outside the organization. To provide full value, the system links to technologies that deliver assets to real time. Managing Digital Assets is increasingly a core management discipline for both commercial companies and not for profit organizations. The authors propose some directions to be accomplished when it is used digital assets.*

***Keywords:*** *Digital Assets Management (DAM), architecture of DAM, Strategy for DAM*

***JEL codes:*** *M15*