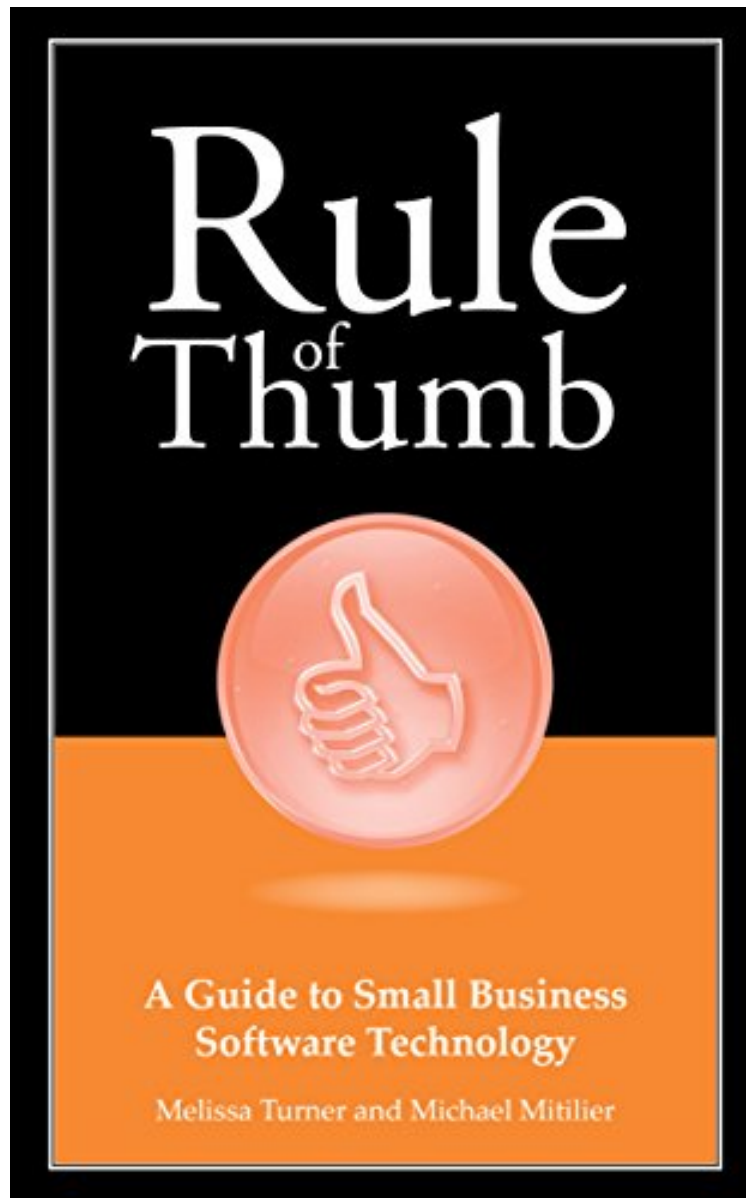


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Rule of Thumb: A Guide to Small Business Software Technology

Michael Mitiier, Melissa Turner
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A Guide to Small Business Software Technology. Readers will find straight talk with easy to use steps that they can put to use immediately. The book covers the very basics of Microsoft's powerhouse products, Word, Excel, PowerPoint and Outlook. There is a bonus chapter for Adobe's PDF and how it can be used with the Microsoft products. As a small business owner, it is a must to make all of these software products work together. It is helpful to have a book address how this is done and why. Often software books are proprietary and include too much technical language for the common small business owner. Turner has written in a way that is easy to understand. Another useful chapter that is included in this book is about Templates and how the small business owner can create these beneficial files to use in their everyday activities. Turner explains why to create the templates, how to create them and how they will benefit your business with time and cost savings. The way this book is written proposes readers of how to use the software available from Microsoft and Adobe to work efficiently and look professional. This book is written with an ease and simple language that anyone can understand. The information is very basic and the author even warns throughout the book if there may be "more information" than a user needs to know. This is helpful on the more difficult software challenges. There are great screen graphics that allow readers to actually see what is being discussed in the text. The Rule of Thumb tips are a great addition as well as the glossary of terms. Melissa Turner has provided readers with a concise reading tool that will help them enhance their software technology skills and improve their computer workflow. As she advises in the final chapter, committing a little time each week at becoming proficient will serve you well in the long run. I recommend this book. It is a great read and keep it on the computer desk for quick reference!

Becoming the leader of a successful company requires not only good business sense, but also the knowledge to effectively use a multitude of software technologies to communicate effectively with clients. However, when it comes to putting business software to good use, many individuals find themselves navigating the vast expanse of technology alone, wasting valuable time and money through trial and error. "Rule of Thumb: A Guide to Small Business Software Technology" provides useful tips and guidelines to get you on the fast-track to creating professional-looking documents with the Microsoft Office Suite and PDF technology. This easy to follow book includes step-by-step instructions and time-saving shortcuts. It's a must-have reference guide for all small business owners and those looking to improve their knowledge of these essential business tools.

About the Author Michael Mitieli is the Founder of the Rule of Thumb for Business book series and co-author of Rule of Thumb: A Guide to Small Business Basics; and Rule of Thumb: A Small Business Guide to Software Technology. He has over 25 years of experience in delivering, planning, and implementing training programs. Michael spent 13 years building a training and development company before being diagnosed with lymphoma in 2004. He is a survivor at all levels! That year, his love for life and others took Michael in a different direction and he decided to use his innate talents and lifelong results-oriented attitude to help nonprofits achieve their missions and goals. Michael joined the Nonprofit Association of the Midlands (NAM) as their Director of Member Services. Always looking up and beyond, he founded and led the Small Business Association of the Midlands.