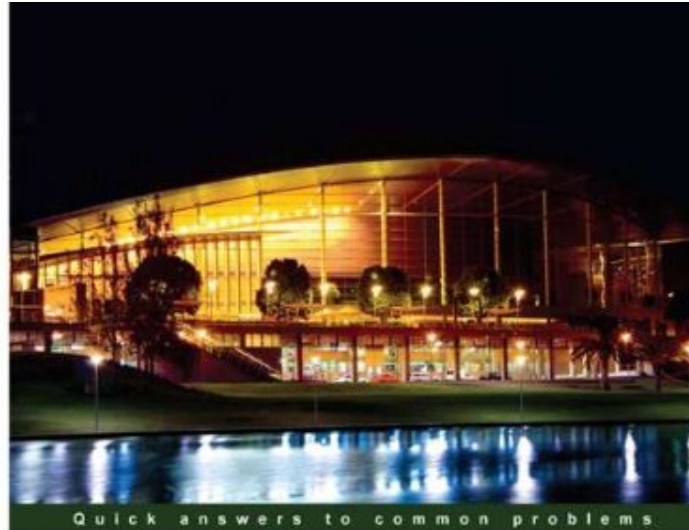


Sage ACT! 2012 Cookbook

Karen Fredricks

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Sage ACT! 2012 Cookbook

Over 90 advanced recipes for power users of ACT! 2012 for increasing the efficiency of your business

Karen Fredricks

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Karen Fredricks : Sage ACT! 2012 Cookbook before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sage ACT! 2012 Cookbook:

8 of 8 people found the following review helpful. Badly drafted, short on substance
By John Kolm
This book is a mediocre effort, showing every sign of having been thrown together in a hurry, according to a formula, in order to meet a deadline. I haven't read any other Packt publications in order to judge if this is a lapse from a normally higher standard, and on this evidence, I'm not likely to. This book's failings are in four areas:
1. Trivial content. The book is not a "cookbook", but a very basic walkthrough with large sections of trifling content that any ACT! user could find their own way through in a few seconds. By contrast, whole areas that would have been very useful - such as importing data into ACT! 2012, anything at all about shared use in an office, and any "cookbook" style examples at all are simply missing. "ACT! 2012 For The Absolute Beginner" might be a more truthful title, but the book still gets a failing grade for its other shortcomings.
2. Bad draftsmanship. I have perfect vision and yet spent endless minutes staring at tiny, grey-shaded and poorly-resolved screen prints in an attempt to resolve what the heck I was supposed to be looking at, where it was and what it meant. Nothing is arrowed, nothing is indicated and nothing is treated to make

it legible. All they have done is literally throw some screen dumps into the manuscript with no regard to legibility or scaling, and made the least effort possible. This wouldn't be accepted in a high school writing project. It's hard to believe that these people publish instructional books for a living, and suggests that they are either too cheap and careless for words or too dumb for help. Or perhaps they have a layout artist left over from the early eighties.³ A poor index. A signature of hastily-assembled and low-quality instructional texts everywhere, the index for this book is dismal. Many key terms and words in the book are simply not there, making it useless for reference. Most publishing programs, even Word, contain simple index-making features which generate a mediocre index with little or no effort, and that's what's happened here. This index looks like it was generated on someone's kitchen table at two in the morning with about five minutes' work, and never tested for usefulness.⁴ Missing content. The rear jacket of this book features a discussion of using ACT! 2012 with LinkedIn as a major subject, something that would be very useful for almost any business user, especially in conjunction with services like E-Marketing. Guess what doesn't appear anywhere at all in the book? Not in the index, not as a chapter heading or subheading, not as a single word anywhere between the covers. If you hoped for some of the advertised tips on ACT! 2012 LinkedIn features, then you were simply misled. Another symptom of a hastily thrown-together, uncoordinated and poorly-checked reference work. There is a major need for a good ACT! 2012 book in the literature at the time of writing. Unfortunately, this disappointing effort isn't it.¹ of 1 people found the following review helpful. How can I get my money back? By Customer This is not a cookbook in any sense of the word. It's an exercise in filling space with pointless text. Perhaps the author was being paid by the word, because it certainly reads like that. Even the most trivial of instructions is padded out ludicrously. For example, there is a whole page of text devoted to how to click the button to minimise the nav bar, including the helpful observation: 'There are not a lot of times that we can boast that using a feature is as easy as "clicking a button" but this is one of those times.' Great, thanks. The description on how to click the button contains subsection headings "Getting ready", "How to do it", "How it works" and "There's more". Maybe there are people using ACT! who have never clicked a button? I've got used to tech books with a chatty style, and I understand some readers like this approach, but this is way beyond chatty. It's simply insulting.⁰ of 0 people found the following review helpful. Should have been titled "Easy Bake" Cookbook for Beginners By Ryan Cavazos I agree John's review. He is spot on with every point. I should have read the reviews before I wasted my money but I was lured in by the description. The word that got me was "advanced" but this book covers only the basic functions of the software. I gave this book two stars because I might find at least one useful bit of information in this book and new users may find this useful. If you're new to Act!, then this book can help you. Although I am sure there are better efforts out there than this. Experienced intermediate and advanced users should save your money and continue to rely on the Internet forums until something better comes along.

This is an advanced cookbook of easy-to-follow recipes about ACT! 2012 designed to transform you into an ACT! Power User. If you are an ACT! end user who wants to learn about the advanced functionality of ACT! 2012, then this book is for you. It will also be useful if you are a 2009, 2010 or 2011 user, as many advanced features originate from these ACT! versions. If you are an ACT! administrator who needs to administer an ACT! database or understand Outlook integration, you will also find this book helpful. No prior ACT! knowledge is necessarily required; however, you'll find it helpful to have good working knowledge of how to add data into ACT!, or to work with an ACT! database that has already been populated with data.

About the Author Karen Fredricks Karen Fredricks began her life rather non-technically growing up in Kenya. She likes to say that she developed her sense of humor while dodging bombs in Beirut where she attended high school. She graduated from the University of Florida and holds degrees in English, Theatre and Accounting. She settled in Boca Raton where she includes tennis, trips to the gym and cheering for the Gators in her busy schedule. A true CRM expert, Karen is the author of over ten For Dummies books, including titles on ACT!, SugarCRM, Outlook, Business Contact Manager, Office Live and Marketing with Microsoft Office 2007. This is her sixth book devoted to ACT!. Karen's firm, Tech Benders, customizes popular contact management and CRM software to help businesses grow by being more productive, efficient, and profitable. Karen believes in working smarter in order to have the time to enjoy life and tries to install that philosophy in her clients.