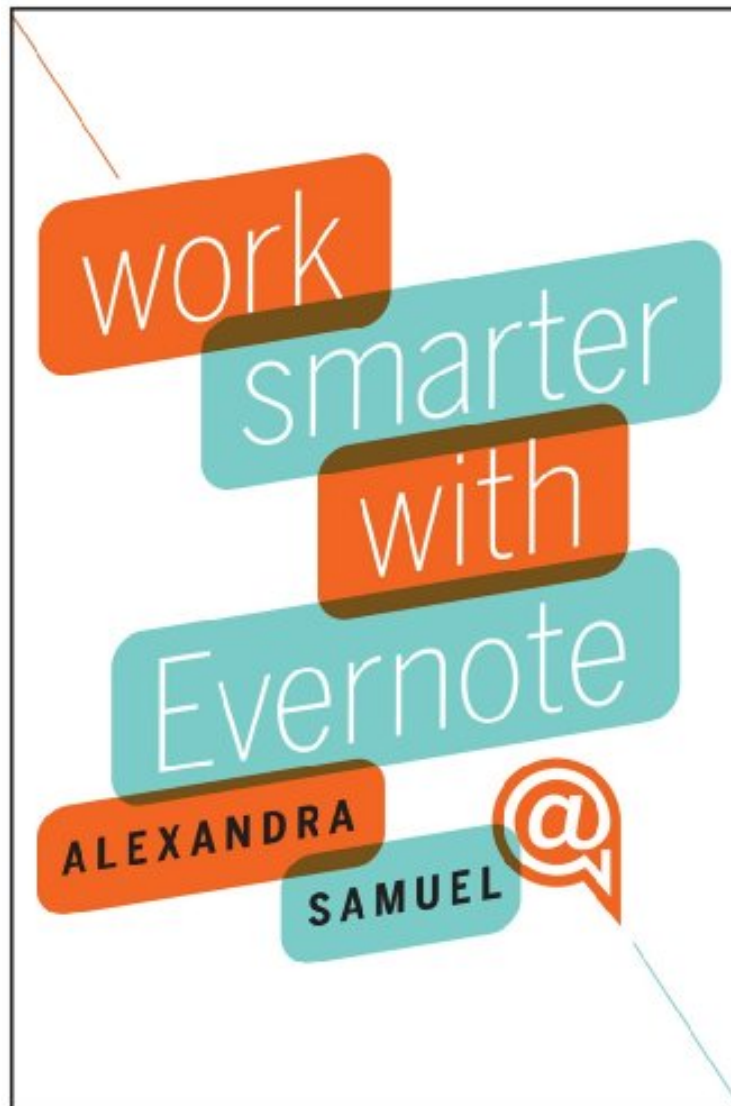


## Work Smarter with Evernote

Alexandra Samuel

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**Alexandra Samuel : Work Smarter with Evernote** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Work Smarter with Evernote:

11 of 11 people found the following review helpful. Chock full of good ideas!By Travis B. EneixThere are tons of works on using Evernote. Lots of them re-tread the same ground by including the most basic "how to" aspects of the tool.This book is not that. It's a decently deep exploration of applications and strategies to employ with Evernote. The author also includes many "tips" sections (quite a few from other users) that really spur great ideas for how to work with Evernote in your own life tool kit.My favorite part is the admonition to give the ubiquitous capture potential of Evernote an honest trial period. I committed to two weeks of capturing anything I wanted to capture using exclusively

into Evernote. I am very happy with the results, and the increase in my own productivity has been immense. Good stuff! 5 of 5 people found the following review helpful. Great to better organize your use of Evernote. By Marnie L. Webb I've been using Evernote for quite a while now. But not consistently. I clip this and save that. I take a note here but not there. I use tags in a haphazard fashion and notebooks with wild abandon. But recently, I've been working on cleaning up my digital life: settling on the applications that really work for me. Figuring out how to stitch them together in ways that make me feel like I have what I need and (even more important) make me feel like it's easy to share different pieces of information with others. This book helped me think about and implement a plan for using Evernote. I might not quite get with the capture everything -- but I know have organized my notebooks and stacks in way that makes sense. I save information and, most of all, I have a way of saving it that makes retrieval easy. I have bundled information in ways that keeps private what I want to keep private (I've long used evernote to keep my journal) and to share what i want to share (bundling together project notes in ways that can make sense to people who aren't me). Most of all, I've thought through how this is a part of my information stack -- how it works with Pocket (or Instapaper or Readability), Twitter, Zite, Tumblr, Basecamp and all the other things that I use on a regular basis. And that gets at the missing star. This is a terrific primer on Evernote but I wish it also helped me think about the way it works with other pieces of information systems (why should a link be in evernote and not pocket or pinboard, for example). I'm hoping that, as the series is developed, there is more of that type of information included. 4 of 4 people found the following review helpful. Recommended starter guide to Evernote. By Different Voice I have to start my review by saying I didn't personally get that much out of the book. As a casual Evernote user for the past three year who has recently started using it much more, most of the concepts here weren't that new to me. I'd hoped I'd glean some unique ideas related to strengths of Evernote on different platforms (e.g. Desktop vs iPhone) but that wasn't discussed. Nevertheless, I'd absolutely recommend the book to anyone who has a good sense of the basics but who is ready to move to a power level of use. It's very well-written (but I'd expect that from a Harvard press book) and isn't filled with lots of fluff or material that will be quickly dated, and the content is well-organized and relevant. More attention could be paid to the section on collaboration, because I suspect many organizations won't quite "get" why they should use Evernote over, say, GoogleDocs. All in all, a worthwhile purchase!

Whether you've always wanted to try Evernote or have only dabbled with it in the past, you can take your professional life to the next level by making this tool one of your go-to systems for staying organized. Evernote can help you become more focused and effective on the job—and get ahead in your career. This short, practical book shows you how. In *Work Smarter with Evernote*, social media expert Alexandra Samuel demonstrates the most effective ways to use this popular (and free) web-based notebook system to:

- Capture the right notes, documents, images, ideas, and inspirations
- Keep the information you want always at your fingertips
- Enhance collaboration by sharing and publishing your notes
- Focus on the work that matters most to you and aligns best with your professional goals

The book also includes a 30-minute quick guide to setting up your Evernote system and notebooks for maximum utility and ease of navigation. Interested in learning more about how social media can help you get ahead of your daily work—and get ahead in your career? Look for more in this series of short, digital books from Harvard Business Review Press and social media expert Alexandra Samuel. Other installments provide the best tips and tricks for using tools like Evernote, Twitter, HootSuite, and Gmail to get organized and improve your performance on the job.