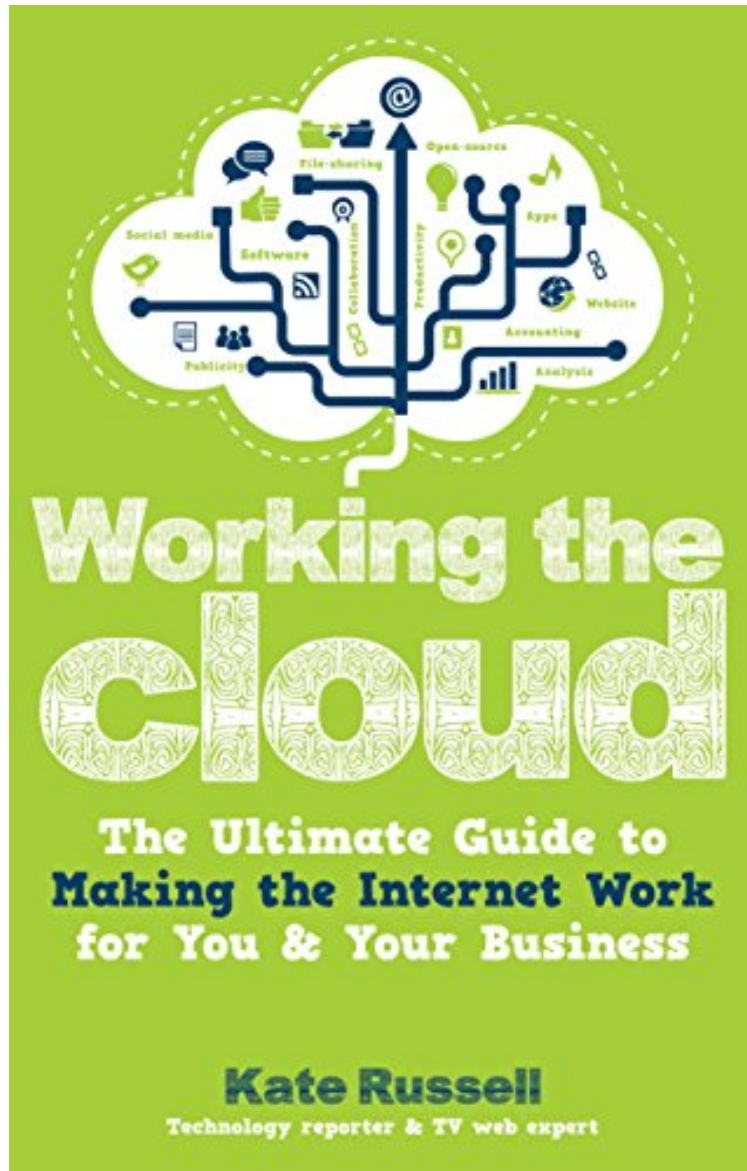


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Working the Cloud: The ultimate guide to making the Internet work for you and your business

Kate Russell

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Kate Russell : Working the Cloud: The ultimate guide to making the Internet work for you and your business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Working the Cloud: The ultimate guide to making the Internet work for you and your business:

0 of 0 people found the following review helpful. Excellent overview of online and computer resourcesBy

Richardjf This is an excellent overview of online resources oriented towards business use. I've been wondering whether there is a source of this information all in one place - and now there is. Previously, I would have had to find out about these individual services/resources the slow way: find their name and then find out what they do. This book describes all these resources together, grouped by purpose. Just what I was looking for! The book covers a wide range of topics: using social networking sites for business purposes (networking with customers, marketing, connecting with peers), web sites that give business advice, online productivity tools (file sharing, backups, keeping details of contacts), free office productivity tools, online communication tools, etc, etc. The descriptions are overviews rather than deeply detailed. This is a good thing, given the breadth of ground covered. There are a lot of business ideas that hadn't previously occurred to me, for example, group buying, getting answers to specific questions. So this book could be a good brainstorming resource. I liked the author's easy-to-read, chatty writing style. Makes it a fast read. Criticisms? A small number of the web sites are oriented towards the UK user (especially the business advice sites). This may or may not be a problem for the individual reader. The paragraphs are very long. However, the author's easy-to-read writing style compensates for this. Overall, an excellent overview of online resources for business. This book could save you hours and hours of research. Also, a good source of ideas that may not have occurred to you before.

0 of 0 people found the following review helpful. Here is the help you need for your business

By Lisa Devaney This book is going to be a great asset for your business toolbox. It gives you insight to the many, mostly free, online products and services that are available to help you grow your business, and how to use them. You will refer to this book over the years, and be able to look up tips and tricks to help you succeed. So many professionals are setting up their own small businesses, and Kate Russell shows these modern entrepreneurs how to navigate and use the Internet to succeed. Sure, we all know about Facebook, Twitter and LinkedIn, but did you really know what to look out for in using these websites? You'll get advice from the author of what mistakes to avoid. You'll also open up your mind to exploring many more resources that you probably never heard of. Help your business succeed, get this book!

Working the Cloud by Kate Russell is for anyone who wants to do business cheaper, faster and more profitably using free tools you can find online. Whether you've already got your business up and running or you're just starting out, Working the Cloud helps you embrace new devices, apps and technologies, and evolve your business in the changing digital market.

Kate's tips and suggestions are just so useful!

Libertine Magazine "An excellent book. It's like an A-Z for startups and businesses of all sizes to get to grips with the web, the potential of the Cloud and to stay ahead of the curve." Ian Fordham, Co-founder, The Education Foundation "Kate's easy tips have freed up loads of time for aimlessly browsing the internet and arguing on Twitter!" Martin Robbins, Guardian Blogger "Having a good business ideas is no longer enough - these days learning how to make the most of new technology is an essential requirement for every budding entrepreneur. Working the Cloud is a great place to start." Rachel Bridge "The ultimate collection of online tips, tricks and resources for small businesses, start-ups and entrepreneurs who want to get ahead" Bath Business

From the Back Cover Over 2.2 billion people are connected to the Internet and that figure is set to explode as the mobile Internet takes over. with 5 billion mobile devices and over 70% of Brits shopping online shouldn't you be Working the Cloud? Working the cloud is the ultimate business guide to the Internet. TV's technology expert Kate Russell shows you where to look for FREE online tools to help you run any kind of business, making it more productive and helping you to build a community, engage with customers and make the most of social media. Working the Cloud is crammed full of practical tools and tips, plus quotes from entrepreneurs and tech gurus about how they used the Internet to their advantage. About the Author Kate Russell lives and works in London. She appears weekly on BBC technology programme, Click, which reaches 77 million homes across the globe.