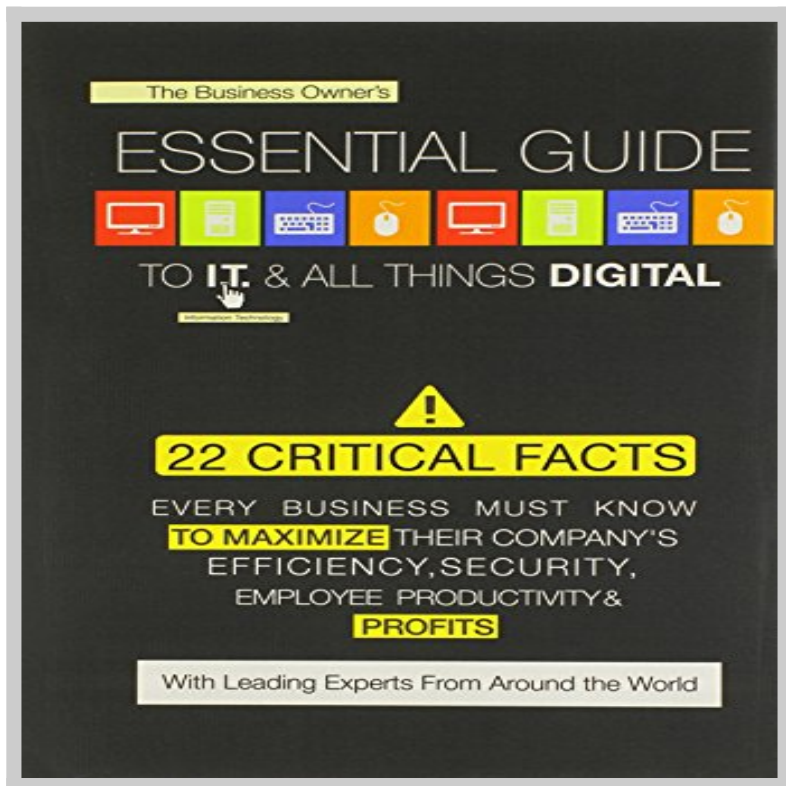


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Business Owners Essential Things Digital Book Preview

If you're over the age of 35, chances are you remember a time when the latest car phone technology consisted of a 10-pound brick you carried around, complete with antenna and a corded headset that plugged into your car's cigarette lighter. Although this seems like YEARS ago, it's only been a blip on the timeline of life. And today, new and disruptive breakthroughs in technology are literally changing the way we work, service our customers, communicate with others and run our businesses.

But this convenience has also come with a price. New technologies (and our dependence on them) have introduced a number of new challenges and

threats that, if not addressed, can bring even the most successful company to its knees in a moment. That is why this book is so important for any CEO or business executive to read.

We are living in a world where the ancient concept of 'only change is constant' still rules - perhaps nowhere is this more important than in the world of computers. Add to this the necessity to keep our businesses functioning at an efficient level of productivity, and you have a major requirement for computer expertise on demand. In fact, hiring the wrong computer expert or consultant in business, however well intended can easily spell disaster.Â

Technology is a vastly powerful tool; but if you don't know how to apply it properly, you could end up like the Indian chief who, when given a brand new car, hitched up his trusted old team of donkeys to pull it along as his new mode of transportation, grossly ignorant of the power he had available to him with a single turn of the key. This book and the IT consultants you are about to meet, hold that key.

This book features proven secrets and strategies on maximizing efficiency, security and employee productivity and profits from some of the world's leading IT entrepreneurs. The authors of *The Business Owners Guide To I.T.* and *All Things Digital* have extensive experience and background related to the epic changes that today's digital world has affected each of us. The 22 co-authors of this book are some of the top minds within the I.T. industry, all of whom are currently serving small to midsize businesses throughout the U.S. and Canada.