



Business Expert's Guidebook: Small Business Tips, Technology Trends and Online Marketing

Scott Steinberg

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From smartphone apps to tablet PCs and social networks, any business can use technology to increase ROI and boost productivity without sacrificing quality or customer service. A complete guide with hints, tips and advice for modern executives of all experience levels, small business expert and entrepreneur Scott Steinberg reveals how to tap their power within. From marketing and management to leadership, advertising and public relations, learn how to slash costs and maximize productivity using today's latest high-tech innovations. Every business - and business plan - can profit from keeping up with IT advances. Join us as we reveal how to give yours an upgrade.

Includes: Best Business Apps, Gadgets, Online Services - Social Media Secrets: Facebook, Twitter, Google+ - Advertising and PR on Any Budget - Online Marketing and SEO - IT Security Tips - How to Start Any Business Overnight

"The one book every entrepreneur should keep handy."

Gary Shapiro, CEO, Consumer Electronics Association

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Real Estate Mogul
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"A terrific resource for entrepreneurs hoping to navigate the new media waters."

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Dan Schawbel

Founder, Millennial Branding
Author, Me 2.0: 4 Steps to Building Your Future

"A must-have... Don't start a business without it!"

Anita Campbell
CEO and Publisher, Small Business Trends

"A CliffsNotes for any small business or startup that offers practical advice for marketing, social media, and maximizing the opportunities that technology can bring."

Thomas Byun
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