



## The New Small: How a New Breed of Small Businesses Is Harnessing the Power of Emerging Technologies (Paperback)

By Phil Simon

Motion Publishing, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A small seafood restaurant attracts new customers with virtually no marketing budget. A four-person iPad case manufacturer generates more than \$1M in revenue in four months with only four employees. A voiceover company is able to connect thousands of artists with opportunities, all without expensive hardware and software. A law firm increases access to key information while dramatically reducing technology-related costs and risks. And these four companies are hardly unique. A new breed of small businesses is using Software as a Service (SaaS), free and open source software, social media and networks, mobility, cloud computing, and other emerging technologies to do things simply not possible even five years ago. In The New Small, you'll discover how these companies creatively and intelligently use technology to: Reach new customers Reduce costs Increase internal collaboration and communication Create flexible work environments Rife with profiles from a wide variety of industries, The New Small offers pragmatic advice and lessons about how small businesses are harnessing the power of emerging technologies. It's a must-read for small business owners and those thinking about starting their own...



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