



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

By Phil Simon

Motion Publishing, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. 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...



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