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How to Change Your Life with Technology

By Anthony Capstick

Management Books 2000 Ltd, United Kingdom, 1998. Paperback. Book Condition: New. 210 x 148 mm. Language: N/A. Brand New Book. This guide shows readers how to start and run a successful business from a back room with only a computer, a fax and modem link, and a pocketful of loose change. Anthony Capstick has done it, and in this book he shows how. In 1991, he left the Financial Times to set up his own business, Instant Search - a business information service providing immediate company and credit search around the globe. He started with just a computer in a spare bedroom in his home in Lancashire, and now runs a thriving business employing five people. The key to it all: understanding and exploiting the revolutionary changes in business and communications technology. It is now possible to run an entire business from a single PC, using online services for research, e-mail and modem-based fax for communications, and simple DTP procedures for printed literature. The book takes readers through all the steps and shows how businesses will increasingly be run in the 21st century.



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