

Contents

Author's Preface	ix
Introduction	xiii
CHAPTER 1: In the Beginning	1
Your First Office • Buying Your Computer • Your Business Powered By Software • Getting Plugged In • Thinking About Peripherals • Cost Breakdowns (The Budget Office; The Expandable Office)	
CHAPTER 2: Your Business on the Web	33
Homesteading on the Internet • Getting Your URL • How to Register Your Business Name • Finding a Host for Your Web Site • What Will Your Web Site Do? • Some Good Examples • Hiring a Web Designer • Do You Need a Webmaster? • Do-It-Yourself on the Web • Seeding Your Business on the Web • Keep Your Web Site Fresh • Cost Breakdowns (Basic Do-It-Yourself Package; Professionally Designed, Hosted Site; Professionally Designed, Hosted, and Webmastered Site)	
CHAPTER 3: The Networked Workplace	57
Welcome to the Networked Business • What's a Network? • A Computer for Every Desk • Choosing Server Hardware and Software • Putting the Pieces Together • Getting Your Network Online • Picking the Right Computer Consultant • Cost Breakdowns (The Small Office Network; The Large Office Network; The Large, Hosting Office Network)	

CHAPTER 4: Your Business Runs on Software 87

I Have a Network—Now What? • Databases: The Workhorses of Business • Using Databases in Your Business • Inventory • Personnel • Sales • Management of Customer Relations • Your Hardware Options • Getting Everything Installed • Some Thoughts on Security • A Final Word on Databases • Cost Breakdowns (The Basic Network; The Retail Network; The Manufacturing Network)

CHAPTER 5: A Cautious Look at e-Commerce 111

How to View e-Commerce in Your Business • The eBay Way • Managing and Expanding Your Auction Business • eBay Alternatives • Selling via Both Auction and Store • Move Your eBay Auction Home • Piggybacking Onto Amazon.com via zShops • Yahoo! Stores: A Flexible Hosting Option • Branching Out Beyond Amazon and Yahoo • You Have Online Orders, Now What? • Managing Fast Growth • A Last Word on e-Commerce, For Now • Cost Breakdowns (The eBay Seller; the zShops Seller; The Yahoo! Store Owner)

CHAPTER 6: Mobile Technologies 139

Rethinking the Pager • Don't Overindulge in Cell Phones • Life on a Laptop • Personal Digital Assistants • Options for Mobile Internet Access • Integrating Mobility Into Your Existing Framework • Identifying Mobility Opportunities • Cost Breakdowns (Emergency Pagers and Cell Phones; The Fully Equipped Sales Force)

CHAPTER 7: Better Business Intelligence 161

Your Business Is Data • Know Your Customers • Looking Inside Your Business • Financial Intelligence • Network Intelligence • Communicating Your Company's Policy • Managing Inventory • Data Mining: Weaving Disparate Threads of Information • A Final Word on Business Intelligence

Contents

CHAPTER 8: How to Scale Your Technology 187

Managing Hardware Growth • Replacement Schedules •
Managing Software Upgrades • When to Bring in the
Experts • Hiring Your First IT Specialist • Scaling Down •
Cost Breakdowns (Years 1 through 5)

Index 213