

Go Google: 20 ways to reach more customers and build revenue with Google business tools

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Abstrak

Google is not only the search engine of choice for millions of users, it is an immensely powerful tool for savvy businesspeople who know how to use its advanced features. "Go Google" is a comprehensive guide to everything readers need to know about Google's myriad applications, including Google Apps, Google Docs and Spreadsheets, Google SMS, Google Base, and other services that will help businesses get organized - and get noticed. Complete with information on research tools like Google Local, Google News, and Google Alerts, this is the ultimate guide for businesses of every size.