

BUSINESS TRENDS



Master of DIGITAL MARKETING

Exclusive Interview of Neil Patel



REACHROBOT

- we are open -

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the World

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INSPIRATIONAL LEADERSHIP
Fighting the odds & Creating
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NEWBEE
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INDIAN COMPANY LAUNCHES ASIA'S FIRST ACCOUNTING CHATBOT



VIRTUAL ACCOUNTANT

Gone are the days when you had hectic messy account books and records to keep. Accounting software have been dominating the accounting process but the chatbot breaks down the same process to even simpler form. Introducing the new ReachRobo a virtual accountant that will act as your personal accountant allowing you to chat with it just like chatting with your accountant. ReachRobo raises receipts, asking for reports or checking prices of your products. It takes no big steps but just adding ReachRobo to your facebook and using messenger as your chat platform.

There are times when your workload gets out of your hand and then on top of that you have an entire business to look after wouldn't it be nice if you had someone who could report to you as soon as you decide to check on your business and get the reports there and then. With ReachRobo it is possible to have all the reports and work done in minutes and seconds. Make a receipt for your purchase or sale orders while having your breakfast or while you are just getting out of your bed. It is as simple as having someone who has solemnly submitted themselves to do your accounting.

ReachRobo is a virtual accounting chatbot that works with a powerful accounting software as a back-end. It requires no complicated system or rules to access or chat with, it shows up even faster than your best friend replying your text messages and it is as simple as chatting with your friends in your friend list from messenger. The accounting reports are recorded for you to view them anytime and it takes your commands and does any accounting work for you in a matter of few seconds or minutes. The work of your virtual accountant is not limited in only making receipts it also raises invoices taking up your invoicing software's functions and also manages inventory from messenger itself by taking your orders. Introducing your business to this next level technology increases the productivity of your team by 10 times and saves your from drilling holes in your pocket for accountant and accounting software.

As it is said a simple hello can lead to meaningful conversations and strong bonds. Simplify your business and shade off your workload, send a simple hello to ReachRobo today.

Chat with reach robo now.

News
for your
views

whats.
happ?

- Compiled by
MATHU



BANKS REJECT CORPORATE GUARANTEE ON LOANS TO RELIANCE DEFENCE

LOANS TO RELIANCE

Banks have asked Anil Ambani to give personal guarantee over loans to Reliance Defence and are not keen on accepting former promoter Nikhil Gandhi guarantee. Anil Ambani-led Reliance Group took over Pipavav Defence from Gandhi last year and renamed it Reliance Defence. Ambani's ambitious defence plans may hit a roadblock if he does not furnish a personal guarantee. "Unless the stalemate is resolved, lenders may not go ahead in providing additional funding that the company needs for its existing project," a bank executive told ET. Reliance Defence already has Rs 12,600 in bank debt and now has sought another Rs 400 crore in priority loans and a separate non-fund based limit of Rs 1,000 crore.

As per reports, Reliance Defence wants to raise Rs 1,200 crore through a rights issue in which Reliance Group is expected to raise its stake by buying shares due to Gandhi. ET reported the company has said that proceeds of the issue will enable Reliance Defence to exit from the corporate debt restructuring (CDR) process and strengthen its financial position. CDR involves distressed borrowers and lenders agreeing to easier loan terms.



PAYU BUYS CITRUS PAY FOR WHOPPING \$130 MILLION

PAYU BUYS CITRUS

Global online payment service provider PayU has acquired Indian payments technology player, Citrus Pay, for \$130 million in an all-cash deal, a joint-statement said here on Wednesday. The agreement is due to close in the third quarter of 2016. The statement described PayU's \$130 million transaction as the largest ever merger and acquisition cash deal in the Indian fintech sector. "Today's announcement is a significant milestone for both businesses, as well as the fintech industry in India. It is exciting for everyone across the PayU and Citrus teams as we bring together new capabilities that will help us to better serve our collective clients," said Laurent le Moal, CEO of PayU. The deal will grow PayU India customers to more than 30 million, processing a forecasted 150 million transactions in 2016 worth a combined \$4.2 billion, growing at more than 50% year-on-year, the statement said. "The agreement also enables PayU to quickly bring additional innovative financial services to market for its business and consumer customers," it added. Amrish Rau, currently Citrus Pay managing director, will become CEO of PayU in India.

Reporting to PayU Global CEO, Laurent le Moal, he will lead entrepreneurial management team across PayU and Citrus Pay. Citrus Pay founder Jitendra Gupta will drive PayU's Fintech foray into credit through Citrus Pay's Lazypay, while Shailaz Nag, PayU co-founder, will focus on new areas of growth through bank alliances. Nitin Gupta, PayU co-founder, will help complete the transition to the new leadership team before departing PayU to pursue his entrepreneurial ambitions. Citrus Pay was founded in 2011 by Jitendra Gupta. PayU is part of Naspers, a global internet and entertainment group, and one of the largest technology investors in the world. Investec acted as the sole advisor to the transaction.

GUJARAT'S UNEMPLOYMENT ON THE RISE: MBAS APPLY FOR JOBS THAT DEMAND

INSTAGRAMS BUSINESS TOOLS



Unemployment in Gujarat has hit a new low when post-graduates, engineers, MBAs, ayurveda and homeopathy doctors, and law graduates have applied for the post of government jobs that demand Class 12 pass as educational qualification. The list of 2,343 candidates was selected for class III post of talatis (village officers) majority of who are highly educated.

Out of the list of selected candidates it has also been found that 950 are engineers, 12 are ayurveda and homeopathy doctors and around 200 hold MBA, MCA and B.Pharm degrees. There is hardly any candidate who is not a graduate. Chief Minister, Vijay Rupani while handing over appointment letters to the 15 candidates from the list of selected ones has advised them to work hard for the welfare of people.

For the class III post of Talati, almost 10 lakh applications were received. Out of which 2,343 candidates have been selected for appointment.

While talking to the media, the candidates said despite having better educational qualifications, they opted for this job because there is hard lyant government job available in the state. Also they are looking for better alternative and would leave the job if found.

I bought a company in the mid-90's called Dexter shoe and paid \$400 million for it. And it went to zero. And I gave about \$400 million worth of berkshire stock, which is probably now worth \$400 billion. But I've made lots of dumb decisions. That's part of the game.

Warren Buffett

BUSINESS TWEETS



Innocent Drinks is one of the favourite brands to follow on Twitter. They may be a smoothie and juice brand, but most of their social media posts aren't about smoothies or drinks at all. They are Admired for their consistently lovable branding. They're silly, fun, clever, creative, and always stay true to their brand personality.



Bissell, the vacuum cleaner company (who would've thought?), knows how to crack a joke from time to time on their Twitter pages. What's great about Bissell's humor is that it never sacrifices brand relevancy, as is evident by these smartly funny posts.



As in, the lunar rover. These NASA-run social media accounts feature sassy, first-person updates from the rover itself, who incorporates funny pop culture references and a bold attitude. And, oh yeah its Twitter account has more than 2.2 million followers. Not too shabby, NASA.



Exceptional customer service isn't the only thing JetBlue does well on social media. They're also a great example of a brand that sprinkles in just a little humor throughout its social presence. The brand does a great job of infusing some of its humorous personality into its updates, balancing informational content with lighthearted updates.



Inspiring Business Stories 2016...

Neil Patel is an entrepreneur and has been in the marketing space for over 10 years. He primarily deals with the digital marketing space and SaaS applications. His main area of expertise involves helping businesses small and large gain traffic and increase ROI through digital marketing and innovative strategies.

When did you start neilpatel.com?

I started it about 2 years ago and have seen tremendous growth year over year. I enjoy helping other people succeed, which is my goal of the site.

Who/What inspired you to start neilpatel.com?

I just wanted to create a personal blog. Something that would help me connect better with my readers.

How has been the experience so far?

Great! As I mentioned above I have helping a lot of people out and the experience is so enriching. Seeing growth also makes me happy!

SCALING UP

How many companies (approx. numbers) have consulted from you?

I can't even count it's a fair amount. I don't do much consulting these days.

How big is your team? How do you look for the right people to hire?

Somewhere between 150 and 200 at the moment. I look for people who are independent and can get work done without having to be managed.

Most Businesses find Funding as a major challenge. How did you overcome that?

You have to build relationships with investors. You can do this in person at conferences. You can also get introductions to investors from other entrepreneurs. Both of these things help.

What are the 3 critical things that you focus your attention on every day?

Emails, traffic metrics & sales. I like to keep an eye on all the major projects in my life on a day to day basis.

INDUSTRY

Now we have lot of companies have come to this business. How do you compete and stay ahead of them?

Just keep learning. Knowledge is your best bet to stay ahead. And when you learn new things make sure you are fast at implementing them.

A portrait of Neil Patel, a man with a shaved head and a friendly smile, wearing a white button-down shirt and a white cardigan. The background is a soft, out-of-focus white.

Neil Patel
Founder of neilpatel.com

MASTER OF

DIGITAL

MARKETING

In SEO daily some changes are taking place. How do you keep yourself informed of the changes?

I just read as many resources as possible and test over and over again for the best results.

Do you foresee a major change in search algorithm? If yes, what could be that?

I think so. I don't know what it will be, but my guess is it is around mobile as it is gaining a higher percentage of Google's searches.

LEARNINGS

How do you sum up your experience as an entrepreneur?

It's been a great experience and I continue to learn and grow from it. My next chapter will focus on helping others much more.

Has being an entrepreneur unsettled your work-life balance?

Not really - I always take time to reach out to my family and hang out with them. I also have a number of friends that I make time for. My hobby and passion just happens to be entrepreneurship.

Your advice for wannabe entrepreneurs?

Just go out there and do it. Don't worry about labels, just go and execute.

“
HEADLINE
IS
ALMOST
EVERYTHING”

If you spend an hour writing a blog post, spend another hour crafting a headline.



END ■

LEARN NEW TRICKS

REACH ERP SOFTWARE VERSION-4

- Compiled by
Martina Cinderella



How to see the bank reconciliation report?

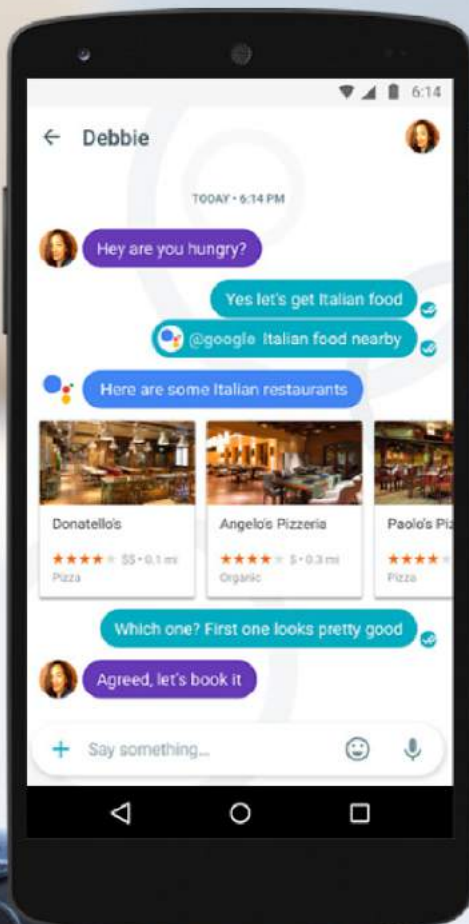
The screenshot shows the REACH ERP software interface. The top navigation bar is blue and contains several menu items: Dashboard, Emails, Leads, Orders, Production, Income, Expense, Inventory, Accounting, Reports, and Settings. The 'Reports' menu item is highlighted with a red box and a red line pointing to a red box containing the number '1'. Below the navigation bar, the 'Inventory Reports' section is expanded, showing sub-items like Product Reports, Ageing Stock Reports, Compilation Stock Reports, and Closing Stock Value. The 'Accounting Reports' section is also expanded, showing sub-items like Daybook, Trial Balance, Balance Sheet, General Ledger, Profit & Loss, and Bank Reconciliation Report. The 'Bank Reconciliation Report' item is highlighted with a red box and a red line pointing to a red box containing the number '2'. The 'Tax Reports' section is also visible, showing sub-items like GST and GST Form 5 Report.

Solution:

- STEP 1 : Click My reach under settings tab.
- STEP 2 : Click Bank Reconciliation Report.



TECHNO LOGIC USEFUL BUSINESS TOOLS AND SERVICES



GOOGLE ALLO



Introducing Google Allo, a smart messaging app that helps you say more and do more. Express yourself better with stickers, doodles, and HUGE emojis & text. Allo brings you the Google Assistant, preview edition.

KEY FEATURES

1. Smart Reply
2. Ink
3. Stickers
4. SHOUT or whisper
5. Meet your personal Google Assistant
6. Incognito mode

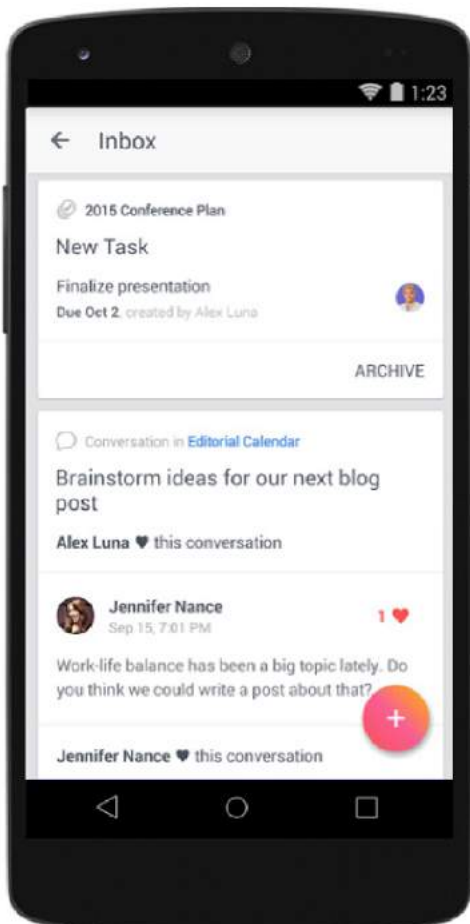
SECRET BOX



Download Secret Box for free, and instantly take control of your data. With the help of SECRET BOX you can be 100% sure that your chosen Phone logs, SMS, Pictures, Videos and Audios are available only for you! Be INVISIBLE except for you.

KEY FEATURES

1. Hide your private pictures, videos, audios and files.
2. Make your secret phone book: Hide chosen contacts into secret box.
3. Hide messages and call logs of hidden contacts.
4. Set certain action to specific contacts (Answer it, Mute it, Auto reply with SMS, Hang up).
5. Group set of contacts and assign action to the group at once.
6. Password protection.
7. Multi-language support (English, French, Arabic, Spanish and Persian).



ASANA: TEAM TASKS & PROJECTS



Asana is the easiest way for teams to track their work and get results. From tasks and projects to conversations and notifications, Asana enables teams to move work from start to finish. It's simple to get started, but powerful enough to run your entire business. And it's free.

KEY FEATURES

1. Quicky Update & Add your work on the go.
2. Track all of your work.
3. Communicate in Asana.
4. Free unlimited usage.

Life from Lime

One day for the first time, I was preparing fresh lime water. While preparing I ended up adding five times the lemon juice amount than it needed. Resulting lime water was disaster. It was so sour that no one could even take one sip of it. Now, I had to make it right anyhow. I wish if I could remove extra lemon juice from the water but some things can never be undone. There is no way to remove lemon juice from the water.

So what's solution?

The only way to correct it was to add four more glasses of water to the already made lime water and dilute the lemon juice to make five glasses of fresh lime water. Now, if we think about life it's the same. Sometimes we do things which cannot be undone. Some wrong decisions, wrong choices, wrong doings, wrong actions can never be undone.

So what's solution?

When we cannot undo things and correct whatever wrong happened, we should not waste more time over it. It would be like trying to remove lemon juice from lime water. Instead, if things get wrong and cannot be undone then we should get busy in adding so many right things in our life that wrong seems insignificant.

We all have negative sides to ourselves and we may not be able to correct all our negativities but we can definitely try to continue adding positive thoughts, actions, people in our lives and dilute negativity. We all have been through lows in our life and we cannot change that but if we add new highs in our life, we will be able to dilute lows. Isn't it?

In the end Life will seem "Mostly High". We all had mistakes in our life and have bitter memories but we can get busy making and adding new happy memories now. We should try to do a lot of good things and concentrate on making life more positive today so that we can dilute bad things which ever happened or done by us in past. Everything in your life will never be perfect, take it with a pinch of salt. Do not waste too much time correcting what is wrong. Get busy doing the right things.

“
Take life with
a pinch of salt”

Happiness
Quotient

GO ON...

- By,
Guru Thilak

GO Online



I have been fascinated by Ro-bots since my childhood. First time I was introduced to the world of ro-bots was through one of the popular TV series "Giant Robot" during the 80's in India. As a school going child I used to be amazed by the robot's powers. As I grew, I also came across some of my school lessons explaining the term robots. In fact in one of my lessons, I still remember the statement which says, "Robots will replace humans in many areas of life". In reality it is still under process. Then when I was in high school, I watched the all-time box office hit "Terminator-2" in which the story talks about how the world of robots can take over the world. Even in recent times, we have come across Indian movies like Robot, Ra one which dealt with the concept. As I write this, Movie Robot's sequel is under production and slated to release in 2017.

Coming to the business side of it, now we can see lot of robots being used by businesses. In countries like Japan, robots have been in use in different forms and for different purposes. It has powered economies like that of South Korea, which has the world's highest robot density of 478 robots per 10,000 human workers. If you take India, company like Grey Orange provides warehouse automation solutions to India's e-commerce and logistics companies with robots that can move materials and automate sorting and routing of packages. There are also many other robots like the Roomba (floor cleaning Robots), I2U2 robot (telepresence robot), Dosamatic (table top dosa making machine) who are successful in their space. One side physical robots like these have started to grow everywhere in the world. All these robots have a physical structure to it which you can touch and see. There are others which are virtual robots which will not have a physical structure but you can feel its presence. This is what is called as bots.

Bots otherwise called as virtual assistants are created to help humans with decision making. Bots have been given lot of attention after Mark Zuckerberg, founder of Facebook and Satya Nadella CEO of Microsoft spoke about how this technology is going to play an important role. This is what both have to say about bots. "I think advances in AI can help save people's lives," Zuckerberg said. He pointed out that the AI used to develop social tools is the same kind doctors can use to save lives. So, he said, Facebook is open-sourcing its AI tools. "We can all make progress together." Facebook knows it can't build all the bots.

That's why it announced a way for brands to build their own chatbots for Facebook Messenger. One of the ideas is to turn Messenger into an e-commerce hub, where people can buy things directly from bots made by big brands. "Bots are now learning in human context and the relevant thing for us is to make them intelligent as we learn from customers' experience says Nadella.

Chatbots can be used to perform functions like reminding you about an appointment, waking you up, compose an email, book travel plans, can order food, help you with shopping, payments and even can be used to do accounting for your business. The solutions it can bring are endless. Chatbots will have a great impact on Apps. If you take apps, you need to install lot of apps to avail each of the service. Imagine a scenario, you have one app and it does all the work that can be done installing 100s of apps. This is the change which Facebook is planning to do with its messenger service.

**IS BOTS
THE NEXT
BIG
THING
IN BUSINESS?**

To put it rightly, Zuckerberg has opened up their messenger platform for developers to use its services to integrate their customers, prospects and grow their business. This has made lot of investors to look at chatbots as a next big thing and have started funding companies that are into chatbots development. This will have two effects. The first effect would be people will stop developing apps and App will have no relevance in future. The second effect would be companies will be developing more bots for their businesses than apps. Since people are so used to whatsapp and Facebook, zuckerberg wanted to use this space to develop an opportunity for businesses to stay connected with their customers and prospects using the bot technology.

That may be one of the reason behind integrating Facebook data and whats app data together. Just imagine if you could manage every little work of yours using fb messenger and whats app. Will you not feel that your life is easy? That kind of solution is what chatbots can give you. But at the same time if the chatbots are not developed properly, it can backfire a company's reputation. From the company's perspective chatbots can be a boon or pain depending on how they create their bot.

Coming to our topic whether Chat bots is the next big thing, Yes it indeed has the potential to become big. Make a note of the statement "Potential to become big" which means it can grow big or fall fast depending on how the companies and users look at it. But the companies developing bots should keep in mind on how to use artificial intelligence (AI) and user interface (UI) in their bots. Using AI in bot development is crucial but at the same time your UI should complement it. Let me explain you from a user perspective.

If a user can communicate to a bot with an option to choose the answers, it will be much easier for the user rather than typing text for every query. Say for example, the user wants to have dinner near his house. Let's say he asks bot "I want to have dinner outside today". Immediately your bot should reply with buttons like "near home" or "Choose location" and also should come with answers like "Veg" or "Non-veg" "No of people" "Budget". The moment the user selects these details, he will get an answer with the list of restaurants with ratings and offers. The user can click and book the table. That's it.

From the above scenario, what we can understand is that the user need not type too many texts. If we give the user to select instead of typing the user will like it. Let us take the same scenario of "I want to have dinner outside today". If the bot is developed based on text then the answer would be, "Where do you want to have dinner?" This response will lead to another response to be typed by the user. This will continue till he gets the answer on "how to book the table". The user will lose his patience and he may call the restaurant directly for table booking.

Most of the bots currently in the market fail to address this issue. They concentrate more on AI and not much importance is given to UI. If you take the first scenario both the AI & UI complement each other and it makes the user to get the results much quicker. If you are developing a text based chat bot, then you may also face the problem of language and grammatical errors. Users are so used to type short forms. So it is important to know the different short forms available at different countries before developing your AI.

So it is a million dollar question at this point of time whether bots are going to rule the world forever. But we can definitely say, as of now companies feel that bots can be a solution to manage their customers, employees, vendors and prospects with ease. For sure bigger companies will develop bots in a logical way to provide solutions. But companies who develop bots just for the sake of having their own bot will not add much value. As far as the Robots vs. Bots are concerned, both will co-exist and each will have its own share of importance.

sparkkz

ENTERTAINMENT & COMMUNICATION

Q Dreamer with an OCD which combines to make her an out of the box thinker. Simple but humorous and witty what we would like to call an awesome combination of opposite yet harmonising characters, a perfect description of Miss Shweta Sada.

What Is Sparkkz all about?

Sparkkz is an etched dream for me. I started off as an event company. Then understanding the needs of our clients we rebranded ourselves to an one shop solution for all the entertainment and communication needs.



What Inspired you?

The Freedom to create my own destiny. For a lot of people, it is about money, fame, freedom and all of that is absolutely realistic and fantastic, but I mostly do it for the excitement of being creative and thinking on my own. Moreover I simply love being the boss.

Why event management?

It's creative, fast paced, exciting, sometimes glamorous and you get to meet and work with the most amazing people on the planet. It involves visualising concepts and planning, budgeting, organising and executing events like fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launches, logo launches. This career offers a huge canvas for creative expression.

A Dream Event

- Interviewed by Fami Basumatary



Why event management?

It's creative, fast paced, exciting, sometimes glamorous and you get to meet and work with the most amazing people on the planet. It involves visualising concepts and planning, budgeting, organising and executing events like fashion shows, musical concerts, corporate seminars, exhibitions, wedding celebrations, theme parties, product launches, logo launches. This career offers a huge canvas for creative expression.

What are the challenges that you face?

There are no specific ones. For an event planner the biggest problem is that anything can go wrong at any time, and ironically it will go wrong most of the times. Managing an event is like juggling (giggles). An organizer has to keep all the balls in the air. Expect the unexpected and be prepared for it at the same time.

How is it to run an event management company?

It's like 'On your mark get set and keep going'. Running an event management company is no way close to easy. You need to be extremely flexible. Being a social butterfly would add as a value. Perfectionists with big hearts who loathe the spotlight will love this job and thrive in it.

Advice for those who wish to start their own company?

Decide upon your target audience and know them well. And build your name with good work ethics!

*Smart work
Over hard!*





INSPIRATIONAL LEADERSHIP

FIGHTING ^{THE}ODDS

& CREATING
SOMETHING

GREAT

Are you so driven to create something great, you would do it for free? That's what Ron Avitzur did. By working at Apple when he didn't even work there... 20 years ago, Ron was hired by Apple as a contractor, but his project was suddenly cancelled. As he recalls: "A year of my work evaporated, my contract ended, and I was unemployed. I was frustrated by all the wasted effort, so I decided to uncancel my small part of the project. I had been paid to do a job, and I wanted to finish it. My electronic badge still opened Apple's doors, so I just kept showing up."

Determined to create “something great”, he teamed up with a friend, Greg Robbins, who’s contract had also ended. They would come to work each day, working on Ron’s idea of a graphing calculator for the new Apple Power PC which was soon going to launch. He remembers the conversations whenever anyone asked them what they were doing:

Q: Do you work here?

A: No.

Q: You mean you’re a contractor?

A: Actually, no.

Q: But then who’s paying you?

A: No one.

Q: How do you live?

A: I live simply

Eventually, an Apple team tried to move in to the empty offices where they were working, discovered them there, cancelled their badges and called security. But then luck struck: “We were saved by the layoffs that began that month. Twenty percent of Apple’s fifteen thousand workers lost their jobs, but Greg and I were safe because we weren’t on the books in the first place and didn’t officially exist. Afterwards, there were plenty of empty offices.” “We found two and started sneaking into the building every day, waiting out in front for real employees to arrive and casually tailgating them through the door.

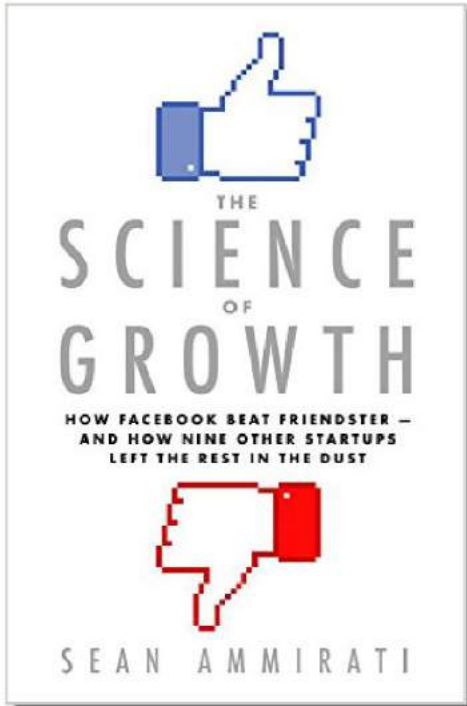
Lots of people knew us and no one asked questions, since we wore our old badges as decoys.” The story of their dedication and secret project spread: “We had become a kind of underground cause célèbre.” That led to them attracting the help they needed, when they needed. For example, when they needed professional quality assurance to test the product, “Out of nowhere, two QA guys we had never met approached us, having heard about our venture through the rumor mill. They volunteered to help us, saying, “Let’s not tell our boss about this, OK?” Then, the fateful day:

“In October, when we thought we were almost finished, engineers who had been helping us had me demonstrate our software to their managers. A dozen people packed into my office. I gave a twenty-minute demonstration, eliciting “oohs” and “ahhs.” “Afterward, they asked, “Who do you report to? What group are you in? Why haven’t we seen this earlier?” I explained that

I had been sneaking into the building and that the project didn’t exist. They laughed, until they realized I was serious. Then they told me, “Don’t repeat this story.” “Then things got really weird. The QA manager assigned people to test our product. (I didn’t tell him that those people were already working on it.)

The localization group assigned people to translate it into twenty languages...I was at the center of a whirlwind of activity.” “Nevertheless, Greg and I still had to sneak into the building. The people in charge of the PowerPC project, upon which the company’s future depended, couldn’t get us badges without a purchase order. They couldn’t get a purchase order without a signed contract. They couldn’t get a contract without approval from Legal, and if Legal heard the truth, we’d be escorted out of the building.” Then, another stroke of luck: “The director of PowerPC marketing was the son of a math teacher. Seeing the value of putting this educational software on every Macintosh in every school, they promptly adopted us.”

“We finished in January 1994. Graphing Calculator has been part of the Macintosh ever since. Teachers around the world use it as an animated blackboard to illustrate abstract concepts visually. It shipped on more than twenty million machines. It never officially existed.” Thinking about why he did it, Ron says “I had neither budget nor headcount. I answered to nobody, and no one had to do anything I asked. Dozens of people collaborated spontaneously, motivated by loyalty, friendship, or the love of craftsmanship. We were hackers, creating something for the sheer joy of making it work.” What would you do for the love of it? What would you happily do for free? Do that, and the world will bend to you. As Jeff Bezos says, “I’m always trying to figure out: Is this person who leads this company a missionary or a mercenary?” “The missionary is building the product and building the service because they love the customer, because they love the product, because they love the service. The mercenary is building the product or service so that they can flip the company and make money.” “One of the great paradoxes is that the missionaries end up making more money than the mercenaries anyway.” Today, 20 years later, Ron still runs his company, Pacific Tech, based on the Graphing Calculator.



The Science of Growth: How Facebook Beat Friendster and How Nine Other Startups Left the Rest in the Dust

Author : Sean Ammirati

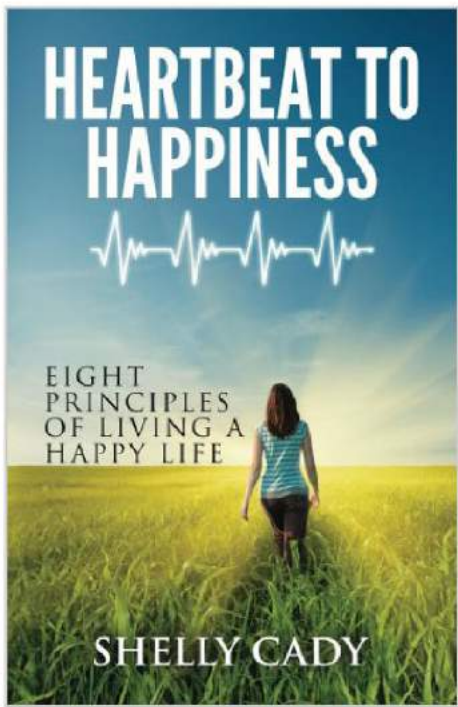
The lean entrepreneurship movement has captivated Silicon Valley and entrepreneurs across the country. It provided an agile framework to develop the right product solution for a given target market, and is now used by almost every fledgling company to do just that.

The next challenge is growth - to achieve the financial returns and, more importantly, the impact they dreamed of when starting off on their adventure. Why do some companies realize the VC's goal of a 10x return on investment, while others flounder? What differentiates the companies that become part of the fabric of our lives and remain responsive, no matter how big they get from those that quickly fade? To find out, Ammirati looks at 20 different companies in pairs, who have achieved product-market fit at about the same point in history with the same general target customer-one of which has gone on to achieve real scale, while the other languished. As his research reveals, just a handful of choices-among them, who to partner with, how to finance growth, and how to use data-make all the difference in the world. With such intriguing examples as LinkedIn vs. Spoke, Facebook vs. Friendster, and McDonald's vs. White Castle, Ammirati shows the secret of "the science of growth" and how to cultivate it in any organization.



READERS POINT





Heartbeat to Happiness: Eight Principles of Living a Happy Life

Author : Caroline Webbs

Happiness is not a destination—it's a lifestyle. In *Heartbeat to Happiness*, Shelly Cady shows you how to transform the life you're living into the life you've always wanted, one that's brimming with happiness every day! In this book, you'll learn the same principles she teaches in her acclaimed *Heartbeat to Happiness* training program, as Shelly shares:

- How your attitude affects your life and how you can change it today!
- How to increase optimism and attract positivity.
- Eight principles you can immediately use to increase the joy and happiness in your life.
- How to avoid stress and guilt and live a life without regrets.
- Why things happen and the lesson that you must learn to break the cycle.
- How to stay true to and love yourself and the life you are living right now!

Don't wait another day to experience the life you've always wanted. Let your heart beat to happiness and start living a life you'll love today!

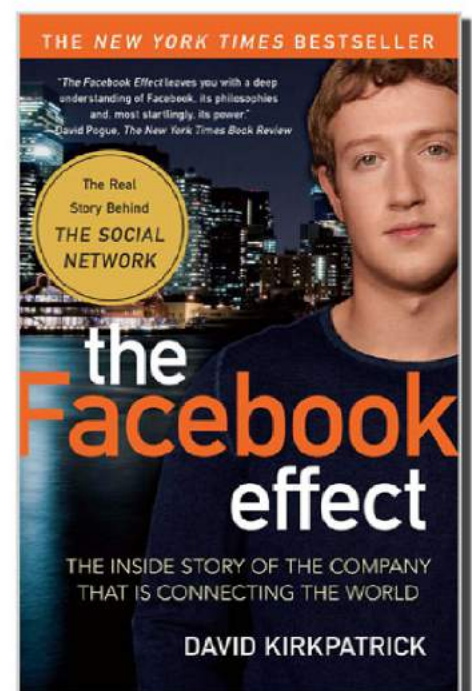
Superbosses: How Exceptional Leaders Master the Flow of Talent

Author : David Kirkpatrick

The exclusive inside story of Facebook and how it has revolutionized the way the world uses the Internet. "A fantastic book, filled with great reporting and colorful narrative" (Walter Isaacson). In little more than half a decade, Facebook has gone from a dorm-room novelty to a company with 500 million users. It is one of the fastest growing companies in history, an essential part of the social life not only of teenagers but hundreds of millions of adults worldwide. As Facebook spreads around the globe, it creates surprising effects even becoming instrumental in political protests from Colombia to Iran.

Veteran technology reporter David Kirkpatrick had the full cooperation of Facebook's key executives in researching this fascinating history of the company and its impact on our lives. Kirkpatrick tells us how Facebook was created, why it has flourished, and where it is going next. He chronicles its successes and missteps, and gives readers the most complete assessment anywhere of founder and CEO Mark Zuckerberg, the central figure in the company's remarkable ascent. This is the Facebook story that can be found nowhere else.

How did a nineteen-year-old Harvard student create a company that has transformed the Internet and how did he grow it to its current enormous size? Kirkpatrick shows how Zuckerberg steadfastly refused to compromise his vision, insistently focusing on growth over profits and preaching that Facebook must dominate (his word) communication on the Internet. In the process, he and a small group of key executives have created a company that has changed social life in the United States and elsewhere, a company that has become a ubiquitous presence in marketing, altering politics, business, and even our sense of our own identity. This is the Facebook Effect.

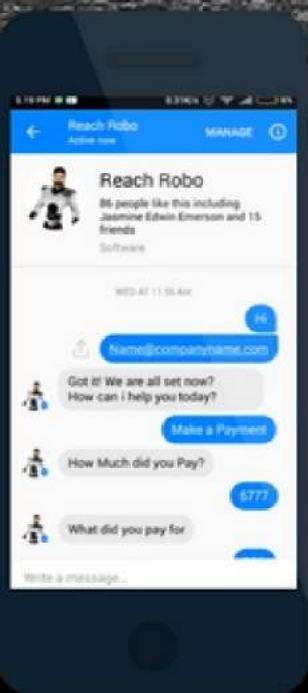


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