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Smart Small Businesses Run On Cloud Technology. Those That Don't Are Doom to Fail. APPIFY YOUR BUSINESS is the First How-to Guide for Small Business on the BEST WAYS to engage and embrace the Cloud to scale their business.

Already a #1 New Seller on Amazon in Business Technology

Smart small business owners are discovering cloud-based technology to simplify their day-to-day operations. Most are short on time and resources. They struggle to streamline workflow and lean forward strategically into their business.

Chicago native Bill Furlong, Founder and CEO of SquareStack and owner of several small businesses, including one sold to LinkedIn, built his career by helping small and mid-sized businesses modernize their technology workflow and maximize profitability.

Now he's here to show how to future-proof the start-up, small business or any business executive who needs to be fluent in today's rampant technology innovations.
Appify Your Business is becoming the authoritative resource for finding and employing cloud-tech solutions customized for the small business owner, start-up founder and the emerging "solopreneur" class.

Through real-world examples and practical steps, Furlong's book helps entrepreneurs take the uncertainty out of their business software adaptation for a stress-free, time-saving new workaday ritual. The book fills a critical niche – pragmatic, urgent advice and direction about the most critical operational platform of their business—the technology stack.

Many books are available on strategic leadership, emotional intelligence and team-building --- all important insights for all entrepreneurs, of course. But *Appify Your Business* is the first business book focusing on practical technology advancement. Here are just two testimonials from recent Small Business Owner readers:

"*Appify Your Business* is a refreshing take on how small business owners can act as their own IT system integrators with ease, rather than confusion. The handbook empowers us to amp up personal and business productivity by taming the mess of too much technology and not enough time. Furlong also simplifies the language and shows us how to optimize apps in the cloud."
Marti Konstant Business Owner

"I am the CEO of a healthcare tech company and we use a myriad of software and apps that can be overwhelming. This book provides an excellent overview for any company, discussing apps by category, plus a road map on how to manage your tools and improve business.

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especially like the simple steps laid out by business objective. I recommend it to any business owner as a guide and an ongoing reference manual."
 Dave Corcoran, CEO Healthcare Company

In addition to a substantive resource-filled guide, book purchasers also receive a free trial of SquareStack, a software specifically designed for the small business owner in mind.

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For a free copy of the book: https://dl.bookfunnel.com/dcqrkwv2c0#
A look at our Amazon page: bit.ly/appifybiz
SquareStack website: https://squarestack.com/

About the Author:
Bill is a serial entrepreneur and currently serves as a Mentor and Investor in a variety of data and b2b-centric companies. He is Founder/CEO of SquareStack. Bill was on the founding team of Bizo, a b2b ad tech firm, which was acquired by LinkedIn. He was also founder and CEO of B2BWorks, the first B2B online ad network. Prior to B2BWorks, he was Managing Director of BtoB Magazine, and held various management roles for the Advertising Age Group/Crain Communications. A graduate of the University of Illinois at Champaign/Urbana, he serves as a Visiting Lecturer at its College of Media, and is a frequent speaker at small business and tech conferences.

About SquareStack:
SquareStack is a Business Apps Command Center platform built for the Small to Mid-Sized Business Owner. Our SaaS platform allows the SMB owner to consolidate their enterprise software solutions into one executive dashboard. The solution also provides an app discovery engine to review, vet and buy other specific utility business applications. SquareStack is partnered with a number of Business Media and Small Business Associations such as Endeavour Media, IndustryDive, immigrantbiz.com, Fundbox, MyMoneyandMyHealth.com, and AC Business Media.