

How to Do Everything with Google Tools

Book pitch and TOC by David W. Boles, MFA

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Sales Handle: Why This Book?

How to Do Everything with Google Tools is a Hands-On How-To for new and intermediate users who want find out about all the secrets they've heard others use to get Google to help them work faster and better.

Book Description

How to Do Everything with Google Tools is a 500 page book demonstrating the powerful creative solutions and intuitive research concepts of everything Google. Our book is purposefully not a kitchen-sink tell-all tome. The simplicity of the steps process will match the Google philosophy that “clean is beautiful.” Our tasks and solutions will be simple and brief without sacrificing breadth of understanding. Google is successful because of its uncomplicated ease-of-usability and the tone and teaching of our book will reflect that efficient mandate.

Benefits to the Reader

- Solution-oriented, guided steps that are provided in a friendly, colloquial, tone.
- Learning what tools Google offers to solve which problem.
- No hard jargon requiring previous understanding.
- Fast ways for finding reliable information and saving it.
- Multi-level task complexity based on need and not experience.
- Choosing from many paths to achieve a smooth, single, end.

Audience

A web savvy reader will use *How to Do Everything with Google Tools* as a tool for digging out information. Written on a friendly level, the steps and tasks will feel more like conversation than a classroom. We are not writing an advanced book for the “Uber-User” who seeks hardcore mastery over everything Google. Our reader has used Google to do a simple search or two but may not yet realize the full hidden potential of the service. Our reader may have both business and consumer wants that need to be met. The most important consideration for our reader is getting it done right in the least amount of time. Our reader may even use “Google” as a verb without realizing why or what that means. After reading our book, our reader will appreciate why “Google” has become a colloquial verb shaping their life.

Author Bio

David W. Boles has been writing professionally about technology for over 15 years. He is a former member of Team Toshiba, he has written for C|NET, boot magazine, Windows Magazine and he wrote the book *Windows 95 Communication and Online Secrets* for IDG. He also regularly writes and reviews technology in his online blog located at <http://UrbanSemiotic.com>.

Rough TOC

Introduction (10 pages)

We'll introduce the spirit and intent of the book here.

Part I: Searching an Immediate Need (100 pages)

When you want to find something fast you do a search to get instant returns.

- Web
- Blogs
- Books
- Finance
- Directory
- Catalogues
- Desktop

Part II: Researching a Deeper Result (100 pages)

When you want to find information to build understanding and acquire knowledge you do research and you save the search results to create a mountain of evidence.

- Alerts
- Scholar
- News
- Translate
- Groups
- Earth

Part III: Working Together (100 pages)

The Internet is about connecting to each other. Google provides many ways to work alone or together or in groups.

- Gmail
- Docs and Spreadsheets
- Talk
- Calendar

Part IV: Navigating Your Life (100 pages)

Getting from here to there isn't always as simple as a straight line. Google helps you straighten out your travel plans for getting there fast.

- Earth
- Maps
- Froogle
- Checkout
- Local
- Mobile
 - Maps
 - SMS

Part V: Making a Lasting Connection (80 pages)

Google can help create Internet immortality by giving you permanent presences on the web.

Blogger

Pages

Picasa

SketchUp 3D

Addendum: Extras (10 pages)

Google up your online life with these add-ons for speed and computer enhancement via software installation.

Web Accelerator

Labs

Pack