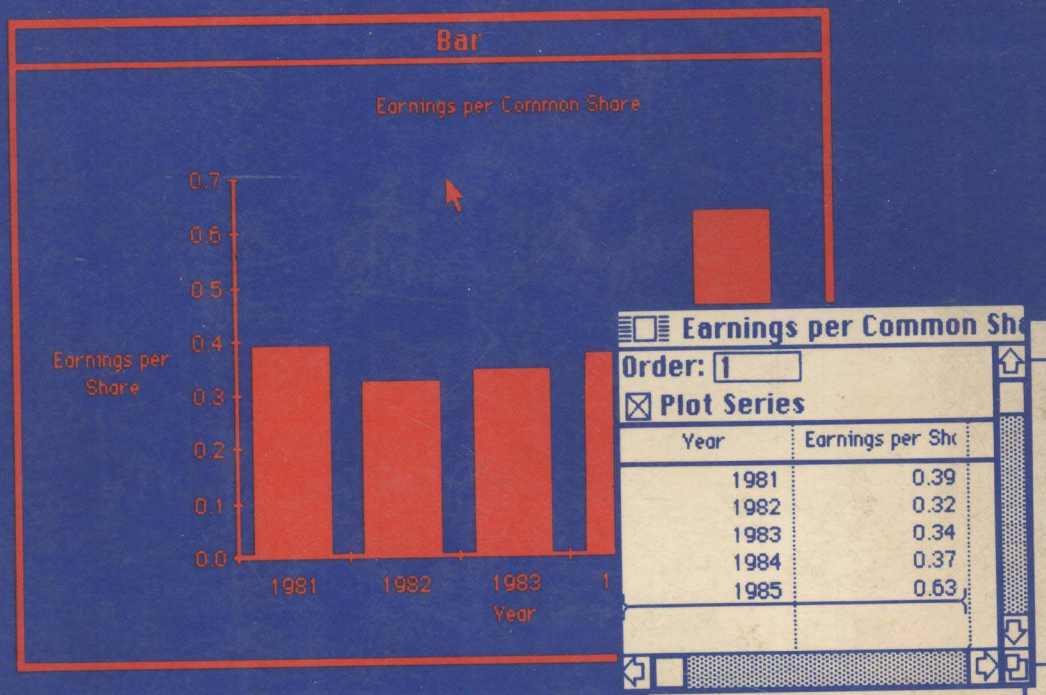


MAC AT WORK

Macintosh™ Windows on Business



S. Venit and Diane Burns

Mac at Work

Macintosh™
Windows on Business

*S. Venit
Diane Burns*

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For any errors or omissions in the text, we, the authors, take full responsibility.

Preface

This book is about every-day business. This book is also about an important tool for every-day business, the Macintosh computer. The authors, who are in business themselves, provide illustrations of daily business activities which you can perform with the help of the Mac. Hopefully, you'll not only learn useful tips for using your Mac more efficiently, but you'll also learn some useful tips for how to run your business more efficiently, too.

The Macintosh is at the forefront of the evolution of computers as tools which anyone can use, as simple as any other "tool" in the office or workshop. The Macintosh's relatively low price (as revolutionary as the \$999 Ford automobile in 1913) and quick learning time make the computer more accessible than ever before. Capabilities which were once available only to the staff of large, well-equipped corporations are now within the grasp of small business owners and private individuals who are in the "business" of living in today's urban, industrial environment.

For instance, each of us maintains our own lists of things to do and schedule of appointments. The Macintosh (and appropriate software) makes the accomplishment of these tasks quick and easy. Managers responsible for scheduling people and projects, chief financial officers who prepare financial reports for the monthly board meetings, and public relation departments which produce annual reports and other

announcements will all find the Macintosh immediately helpful in accomplishing business goals in record time. And, if you are a small business owner wearing all these hats on any given day, the Mac will become your number one support staff.

Because the more mundane side of daily business tasks are accomplished by the Mac, you will find you have more time to be creative with your business. Many of the software applications — project planning, spreadsheeting with its “what-if” calculations, and drawing and diagramming programs, for example — can be used as real *thinking tools* that can help you help your business grow.

This book is especially aimed at the newcomer to the Macintosh. It could not have been written even one year earlier — before the revolution introduced by Apple’s 32-bit family of computers. Until now, computers performed what seemed to be a limited number of functions, each with a different difficult set of instructions to learn. The new technology of the Macintosh not only brings presentation-quality graphics capabilities into the office at a very low cost, it makes learning how to use a computer as simple as opening a file folder. Now anyone *can* use a computer. Because we don’t have to spend so much time showing you *how* to use your Mac, we’ve been able to give you some direction for *what* you can *do* with the it.

Not only does this new tool make the process of using a computer a lot simpler for everyone, it introduces for the first time the ability to assemble a complete business document into a single, coherent file. In other words, now you can copy a financial table and a bar chart directly into the text of your report, instead of printing each element of your report out piece by piece. Also for the first time, using a Macintosh and a LaserWriter printer, you can produce two- or three-column pages of text and graphics that are of almost typeset quality.

This is not a book about “computers.” If you are looking for information about the bits, bytes, and computer jargon side of life, you will probably find other books more informative. If you are looking for the latest, “hottest” news on the Macintosh and its software products, you should look to current issues of magazines, such as *MacWorld*. On the other hand, if you are wondering how a Macintosh computer can help around the office, you will benefit by the practical examples, quotes and anecdotes you’ll find here.

The first part of this book shows simple, practical examples of creating the most common “building blocks” of daily business: memos, letters, reports, project plans, forms, lists of clients and products, and charts and graphs showing the financial condition of the company. The tools used in these examples include software packages available from Apple for the Macintosh as well as packages from another leading manufacturer of Mac business software, Microsoft. Even if you don’t have the particular software packages used in the examples, you can still benefit from reading these sections; they are written in general terms which are intended to illustrate techniques and short-cuts for accomplishing the end goal, namely, the production of the document being discussed. The last chapter in the first section shows how to hook your Macintosh up to the phone lines and communicate with another computer, or get access to information services such as *CompuServe* and *Dow Jones News Retrieval*.

The second part of the book presents examples which combine text and graphics into a single file to create a complete document: a set of presentation materials, a report, a business proposal. These chapters include practical tips and anecdotes about how to address your audience in these reports, as well as how to assemble them using a Macintosh.

We hope that this book will help you make a Macintosh as essential to your business as it is to ours!

January 1985

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Introduction

Daily Business Applications

How to Use this Book

Equipment Requirements

Software Packages

Basic Macintosh Operations

The Oral Tradition



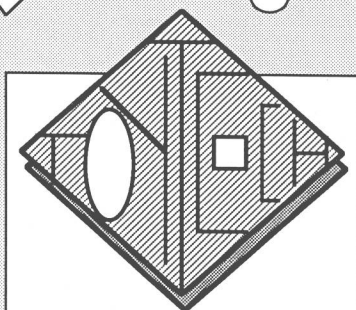
VIDEO
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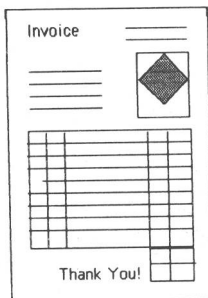
ELECTRONICS
KITS

TALKING DOLLS

MORE!!



Introduction



In any business-related endeavor, the tangible “evidence” of work is a piece of paper — an invoice, a sales report, a plan, an agenda, a list of clients, a contract, a script, a memo announcing the company picnic. Some of the earliest examples of the written word are inventory lists or bills of lading recording the exchange of animals and grains. Today our daily drill is no more or less important than the work done thousands of years ago with cuttlefish ink on papyrus — only the tools have changed.

The first typewriter, invented in 1868 by Carlos Glidden and Christopher Latham Sholes was the beginning of a “revolution” in office procedures. It made the daily paper products of any business clearly readable and much faster to produce than by hand-written lettering. Nevertheless, at the time there were those who asked silly questions like “What is it good for?”, while others were afraid they would never be able to learn how to use it.

Less than ten years ago the first personal computers invited similar responses. As recently as one year ago we got an excellent deal on a “second hand” computer which we bought from a business owner who had never taken it out of its box. He said he didn’t have time to read all the manuals about it, and the help he needed from a consultant would have cost more than the machine itself! If you fear finding yourself in the

same dilemma as this entrepreneur then you ought to know that microcomputers like the Macintosh are in the forefront of the drive to make computers as simple to use as any other "tool" in the office: a typewriter, a calculator, or a copy machine.

As with most revolutionary inventions, the product — a personal computer — was invented decades before the demand for it was felt among the populace. Even now you might be wondering exactly what a computer can do for you. Perhaps the best way to approach this question is to ask: What tasks are you now doing by hand that involve writing, totalling or sorting?

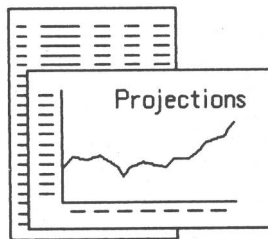
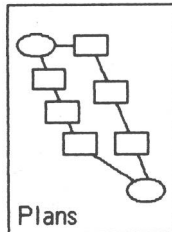
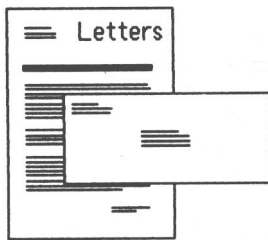
Do you keep a list of names and addresses of friends, customers and business associates? Do you ever send out a series of letters to these people? Do you track your monthly income and expenses? Do you project these figures into the future? Do you plan projects — if you have a certain number of steps to perform, in a certain sequence, do you know when you will be finished? Do you wish you had a reference library at your fingertips where you could look up the history of printing, the latest headlines, or the next flight to Tucson?

Daily Business Applications

This book presents practical examples of business documents which can be produced using an Apple Macintosh computer. With this tool, you are now able to produce all the essential documents for any business, including some which previously required the outside services of a typesetter and a graphic artist.

For instance, here is a typical scenario of what happens during the day in the offices of TAG Corporation, the fictional marketing company which appears in many examples in this book.

J.B. Morless, the president, needs to make a presentation to the board tomorrow. He begins by examining printouts of TAG's latest financial statements, including:



- Year-to-date income & expenses
- Balance sheet as of latest quarter
- Current project plans

Based on this information, he needs to prepare:

- Next year's budget projections
- Charts & graphs for the presentation

One of the outcomes of this particular board meeting will be the preparation of materials to support an application to the bank for a commercial loan, including:

- Business Proposal
- Resumes

Meanwhile, the head of operations is busy reviewing TAG's current procedures, including:

- Production and inventory controls
- Business forms
- Flow-of-work analysis

Of course, all this important work is supported by the tireless efforts of the administrative assistant, who deals with the endless flow of:

- Correspondence
- Invoices
- Mailing Lists
- Newsletters

All of these key employees work with a Macintosh at their side.

How to Use This Book

Each chapter in this book begins with a description of the documents produced in that chapter, and a list of the software tools used. You need not read the whole book from beginning to end in order to get the information needed for your particular interests.

The instructions given in this book generally begin with "Open a New File". Most of the time we will assume that you have already used the tools enough to know how to make basic entries and correct your own errors. (An overview of basic Macintosh operations is given later in this Introduction.)

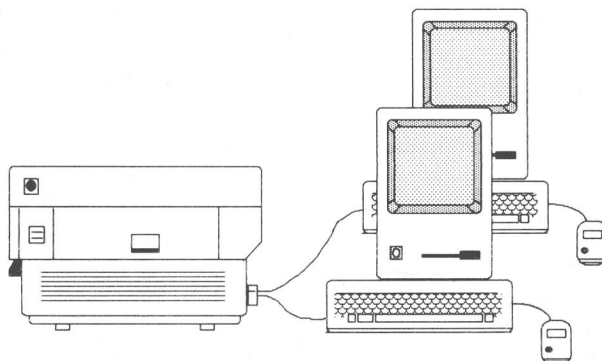
We will generally be discussing the *contents* of your business files, rather than the *process* of installing new software or editing files to correct errors and such. It's a good idea to look over the manufacturer's manuals on these products before trying the exercises shown here.

If you are teaching yourself how to use these products, it may take a little longer to learn the basics than it would if you had an experienced friend looking over your shoulder as you go along. One formula is to expect to learn a product fully in as many hours as you expect to use it each week. We hope this book will serve as a "friend" in giving you time-saving tips which you might not discover as quickly on your own.

After reading this introduction, you can jump right into whichever chapter addresses your immediate needs. What kind of document or file are you trying to produce today?

Equipment Requirements

This book will be useful to you whether you own a Macintosh with 128K of random access memory (RAM) and one 3½-inch disk drive, a FatMac with 512K RAM and two 3¼-inch disk drives, or a Macintosh XL with a hard disk. In any case, you will be able to use all the basic tools described in this book. Generally, the larger the memory (RAM) in your machine, the faster most most programs will run. The larger your disk storage capabilities, the larger your documents or files can be.



If your business is very large, you have probably invested in a LaserWriter or letter quality printer. The major difference between printers is the appearance of the letters on the printed page.



ImageWriter



LaserWriter



typesetter

With these output possibilities, high-quality documents which once required professional production assistance can be produced by anyone with a Macintosh!

Software Packages

It would be impossible and impractical to try to demonstrate every single product available for the Macintosh in this book. The appendix includes a list of business application software available for the Macintosh as of January 1985. We have selected some of the most popular products to illustrate the examples in this book.

The first part of the book describes how to use each of the major types of tools required for full business operation, including:

- **Charting** — Microsoft's *Chart* lets you create pie charts, bar charts, line graphs and area graphs from tables of entered numbers. In addition, *MacDraw* and *MacPaint* are available for creating flowcharts and organization charts, or for enhancing the charts created by other programs.



Chart

- **Project Planning** — *MacProject* is one of the most powerful tools on the market for creating complete project schedules, including PERT charts, Gantt charts, cost projections and project summaries.



MacProject



MacPaint



MacDraw



Multiplan



MacWrite



Word



File



MacTerminal

- **Drawing** — In addition to creating your own works of art, you can use *MacPaint* and *MacDraw* to create business graphics or to enhance files created by other programs. In particular, you'll see how useful these programs are for creating business forms such as purchase orders and invoices.

- **Calculating** — With Microsoft's *Multiplan* you can create "spreadsheets" with columns and rows of text and numerical entries which will automatically calculate new values whenever you change any number.

- **Word Processing** — With a word processing package you can type, edit and format text easily. In this book we'll see how *MacWrite* and Microsoft's *Word* can help you produce any business document.

- **Filing** — Microsoft's *File* is a simple database program which you can use to create lists of clients,, lists of products or any other "file" of information.

- **Communicating** — With *MacTerminal* and a modem, you have access to many information networks such as *CompuServe* and *Dow Jones News/Retieval*. You can also dial up other computers and share information. You can even send your text directly to your typesetter for production. The second part of the book describes how to assemble whole documents which are composed of parts created by different tools. For example, a business plan may be composed of text, tables and charts. With the Apple Macintosh, you can combine all these elements into one document easily.

Basic Macintosh Operations

Whether or not you have used any other computer, the Macintosh introduces a new technology which adds a mouse as a means for operating the machine, in addition to the normal keyboard. The mouse is a palm-sized object which, when moved around on your desk, causes a pointer to move around on the screen.