Small businesses get tools for success with Microsoft Office Live webinar series

by Bend Weekly News Sources

More than half a million businesses close down each year -- and Microsoft Office Live wants to help change this. A free Web seminar series sponsored by Microsoft Office Live helps small businesses discover how they can succeed in a highly competitive marketplace.

The free series gives entrepreneurs access to today's most dynamic business leaders. During these interactive presentations, speakers will address issues and concerns that small businesses face and provide valuable insight and strategic counsel to help organizations survive and grow. Hosted by Susan Wilson Solovic, CEO and chairman of SBTV.com, the Web-based television network focused on small business, the Web seminars will feature small-business topics ranging from guerrilla marketing to leadership skills and entrepreneurship.

Today's small business environment is very competitive. According to the U.S. Small Business Administration:

-- There are more than 25.8 million small businesses in the United States.
-- More than 671,000 new businesses open every year.
-- Every year, nearly 544,800 close.

In addition to the interactive live sessions, businesses can access archives from previous Microsoft Office Live webcasts. Past speakers include Stephen R. Covey, best-selling author of "The Seven Habits of Highly Effective People" and co-founder of FranklinCovey; Jack Canfield, co-founder and creator of the successful "Chicken Soup for the Soul" series; and Marshall Goldsmith, whose book "What Got You Here Won't Get You There" was a No. 1 business best- seller on Amazon.com.

Microsoft Office Live is a set of Internet-based services and tools tailored to the needs of small businesses. Many small companies put off getting a Web site, thinking that they lack the budget or technical expertise. But with Microsoft Office Live, it's easy to get a professional Web presence in minutes, along with a domain name and company-branded e-mail accounts -- all for free.

Who and When:

Feb. 8 -- Bob Kaden, author of "Guerrilla Marketing Research," will share how to optimize marketing research so it is both action-oriented and economical.

Feb. 15 -- Jeff Thull, a leading-edge strategist for major companies worldwide, will provide advice on maintaining control of the buying process.

Feb. 21 -- Jim Kouzes, co-author of "The Leadership Challenge," will help listeners discover how to be a better leader.

Feb. 28 -- Leonard Fuld, a pioneer in business intelligence, will reveal what businesses should know about competitive intelligence.

Spring 2007 -- Microsoft Office Live will host additional speakers every month.

Where:

Registration for the free live and on-demand seminars is available at http://www.officeliveseminars.com/

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