

Beat: Technology

## **Book On LIVE COMMUNICATION ON INTERNET - Technology Keeps Everyone On Their Toes**

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**USPA NEWS** - Coming back to the Basics, for Any Business Communication is substantial in the Actual Highly Competitive Space. One Wrong Message and everything falls apart. Internal or External, Communication is the Master Key to surviving for the Businesses and with everything progressing from Desktop to Palmtop, real-time has become the Mainstream.

Coming back to the Basics, for Any Business Communication is substantial in the Actual Highly Competitive Space. One Wrong Message and everything falls apart. Internal or External, Communication is the Master Key to surviving for the Businesses and with everything progressing from Desktop to Palmtop, real-time has become the Mainstream.

With Online Video quickly becoming a Key Means for People to satisfy their Information and Entertainment Needs, Small Businesses that fail to include it in their Internet Marketing Strategies will do so at their Peril. Video is the Future of Content Marketing. That is, if it's not the Here and Now. Various Studies show more than half of Companies are already making use of the Medium

If you think Real-Time Communication is just Helping People to converse the Traditional Way, let us remind you that it has Empowered Business in Various Ways. Be it a Small-Scale Business or a Large Scale Business, Real-Time Communication has enhanced the Business from improving the Productivity to providing Higher Mobility to making Decisions Quick. Real-Time Communication is not just the passing of the Information; it is One-to-One Communication. It is the Instant Transmission of the Message where the Source and the Destination both are Present at the Same Time.

- LA COMMUNICATION EN TEMPS REEL' (Real-Time Communication) written by Anthony BABKINE & Emmanuel CHILA, with the Collaboration of Marion DUBUC & Chloé BALLEIX. Published by Eyrolles Editions. The Authors go through diverse types of Online Strategies to help Brands and Individuals to increase their efficiency in being more Visible and Efficient in their Projects.

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