

PM WORLD BOOK REVIEW



Book Title: **Google+ Companion**
Author: **Mark Hattersley**
Publisher: **John Wiley & Sons, Inc.**
List Price: US\$24.99
Format: soft cover; 279 pages
Publication Date: 2012
ISBN: 978-1-118-18646-6
Reviewer: **Nazanin Mehrooz, PMP**

Introduction to the Book

This book introduces the Google+ social networking tool. It provides step-by-step instructions on how to create and configure accounts, utilize image and video sharing, creating circles with applicable privacy setting and how to promote businesses using tool features.

Overview of Book's Structure

The book contains 16 chapters. Each chapter has colorful images and easy to follow instruction on various features of Google+. At first glance, you learn what Google+ is and how it differs from other social network tools. Next, you learn how to create your own profile, setup circles to share pictures, videos and more. Setup on mobile devices and building networks for social and business needs are also covered.

Highlights: What's New in this Book

- Comparison of Google+ to other social network sites
- Concepts of circles, ripples and hangouts to build associations and networks
- Editing images with text and decorative enhancements
- Utilizing mobile device setup
- Advertizing business development

Highlights: What I liked!

This book was a quick and easy way to learn all the features of Google+. The comparison to other social networking tools was useful for those who are trying to

decide which better aligns with their own preferences. The concept of circles, ripples and hangouts supports separation of social and business networks from one tool.

Shortfalls: What was Missing!

The book is good to cover high level features but for those who seek more advanced capabilities may need additional references.

Who might benefit from the Book

Anyone new to social networking tools would benefit from this book. The step-by-step instructions and images enhance comfort level for nontechnical people to explore features and apply them as desired.

Project Managers interested in building networks to find specialized resources, creating communications and information sharing forums with controlled access levels could benefit from creative uses of Google+.

Conclusion

The book does a good job of introducing Google+ social networking tool and key features which distinguishes it from other tools. It's a quick and easy high level guide.

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About the Reviewer



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Born in Iran and migrated to the USA, **Nazanin Mehrooz** studied software engineering and worked in both the defense and telecom industries. For the past decade, her focus has been IT Application Support, Operations and Service Delivery Management. She is an active volunteer for the Dallas and Ft Worth PMI chapters and can be contacted at nazi_mehrooz@yahoo.com.