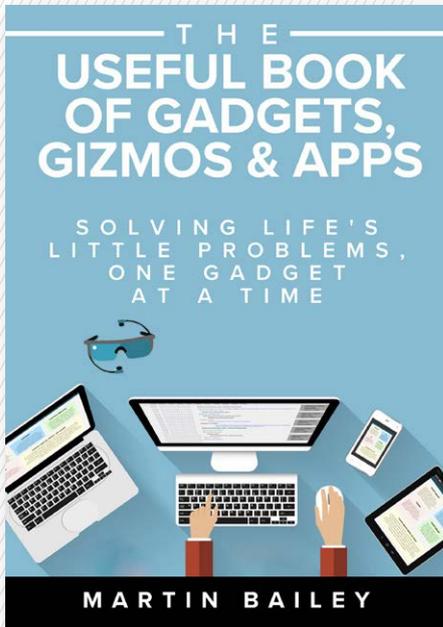# thebook PUBLICIST

NEW BOOK

The book that solves all your 21st Century problems, one gadget at a time

THE USEFUL BOOK OF GADGETS, GIZMOS AND APPS EXPLAINS EVERYTHING YOU NEED TO KNOW ABOUT THE WORLD'S MOST INNOVATIVE, USEFUL, FUN, EXTRAVAGANT OR EVEN OBSCENE GADGE

The Useful Book of Gadgets, Gizmos and Apps by Martin Bailey is due to be published in October 2016 by Management Books Ltd., priced £9.99. For further information or to order your copy of the book go to www.theusefulbookofgadgets.com

ABOUT THE AUTHOR

Martin Bailey is an unashamed geek. His passion for technology started aged 11 when he bought a Sinclair ZX81, and quickly learnt basic programming before migrating to a ZX Spectrum, BBC Micro and then onto PCs in the early 1990s. His career has mainly been in sales and marketing, but has now completed the loop and is back working with innovative, cutting-edge technology at two award-winning software companies. *The Useful Book of Gadgets, Gizmos and Apps* is Martin's seventh book, having previously written other guides to make technical know-how accessible, including *Marketing Your Business, Learn to use a PC in 90 minutes* and *Building a website using a CMS in 90 minutes*.

There has never been a more exciting time for gadget lovers. The average person carries around technology that is way more powerful than the computers used to put man on the moon, and these gadgets continue to transform the way we communicate, live and tackle all of life's little problems. Now an entertaining new book, *The Useful Book of Gadgets, Gizmos and Apps* brings together everything you need to know about the latest technology, whether you are an unashamed techy or taking your first tentative steps into geekdom.

The author, Martin Bailey, has been fascinated with technology ever since he swapped his Scalextric for a Sinclair ZX81 aged 11 and realised his generation was on the verge of something amazing. Since learning basic programming language in the 80s, he avidly followed the rise of technology and the explosive growth of the internet, before finally amalgamating his career with his passion to work for two award-winning software companies. *The Useful Book of Gadgets, Gizmos and Apps* is his seventh book, having previously written other guides to make technical know-how more accessible, including *Learn to use a PC in 90 minutes*.

The Useful Book of Gadgets, Gizmos and Apps gives a completely independent, impartial view on all the technology, and items featured are ones the author has owned, used or recommends following in-depth research. The book is designed to be a short, succinct read, that can be picked up and digested quickly, so readers can easily find solutions to life's little problems, some of which they didn't even know they had, such as how to:

» Never forget a password again
» Charge your phone from anywhere
» Learn a new language for free
» Turn any car into a smart car
» Never lose your golf balls
» Get a better workout on the treadmill
» Turn your phone into a photocopier and filing system
» Change your mood without drink or drugs
» Remotely check on and entertain your pets
» Become a superstar DJ

MEDIA CONTACT

For more information, a review copy, an interview with with Martin Bailey or an extract from the book, please contact:

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