

# Educate Yourself for E-Business

**F**inding the ever-expanding e-world hard to navigate? You can arm yourself with an educational foundation that will help you identify worthwhile technology and gain the comfort to use it with confidence.

\* Association-sponsored Education. Sign up for W.A.R. courses, like "Tech Tools for the

REALTOR®," "Making Cents of Real Estate Web Sites," and "Smart Internet Marketing for Real Estate Professionals (Basics and Beyond the Basics)." [www.warealtor.com](http://www.warealtor.com) for course descriptions, dates, fees and online registration.

\* Read about it. You can read about trends, technology and consumer issues and learn how to make a

plan for negotiating the changing industry with John A. Tuccillo's book, "The Eight New Rules of Real Estate: Doing Business in a Consumer-Centric, Techno-Savvy World." Reviewed on [onerealtorplace.com](http://onerealtorplace.com); published by Dearborn Financial Publishing, Chicago; \$24.95; available on [amazon.com](http://amazon.com). Or, learn the difference between e-mail

marketing and e-mail spam with Shannon Kinnard's "Marketing with E-Mail: A Spam-Free Guide to Increasing Sales, Building Loyalty, and Increasing Awareness." Reviewed on [onerealtorplace.com](http://onerealtorplace.com); published by Maximum Press; \$24.95; available on [amazon.com](http://amazon.com).

*By Monica M. Walk*