

# Tony Bove

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## Objectives

- Develop market strategies to increase revenue and market share
- Influence the development of innovative products

## Summary

Highlights of my projects in consumer, business, and enterprise software and content publishing:

- Author of five-star books including *iPad Application Development For Dummies*, *iPhone/ Objective-C Application Development For Dummies*, *iPod & iTunes For Dummies*, *Just Say No to Microsoft*, *The GarageBand Book*, *Using Macromedia Director*, *Adobe Illustrator: Official Designer's Handbook*, *The Well-Connected Mac*, *The Art of Desktop Publishing*
- Marketing, development, and product management for iPhone and iPad apps, talent management solutions, multimedia content tools, web services, SaaS, and enterprise software
- Content development including iTunes albums, CD-ROM entertainment titles, video, animation, podcasts, wikis, blogs, online advertising, affiliate services, widgets
- Three decades of writing about information and publishing technologies in columns for *Computer Currents*, *NeXTWorld*, *Macintosh Today*, *Chicago Tribune*, *Prodigy*, *Publish*, *Dr. Dobbs' Journal*, *Inside Report*, *New Media*, *Macromedia User Journal*, and [Bove's Blips](#)

Highlights of my consulting and work experiences:

- Launching content businesses (Tony's Tips, Rockument, NetGuide, MediaBand, *Inside Report*, *Macromedia User Journal*, *Publish*, *Desktop Publishing*, *User's Guide*)
- Developing product messaging to increase revenue and market share (BEA, Adobe, SumTotal)
- Managing customer and partner references and case studies (BEA, Sun, SumTotal)
- Managing corporate marketing and communications (Live Picture/LivePix, BEA)
- Developing portal and messaging tools for enterprise software sales reps (BEA)
- Managing technical publications and producing API documentation (NewFire, Intel)
- Producing editorial/analyst guides and CEO-level presentations (BEA, FileMaker, Live Picture/LivePix, SumTotal)
- Producing API and language reference manuals (Objective-C, C++, Java, VRML, Lingo, Pascal, BASIC)

## Resume

### Consultant, Developer, and Producer (2002-present)

I currently consult on software development, thought leadership, marketing, branding, product messaging, communications strategies, PR, and customer reference programs.

Developer/author:

- [Tony's Tips for iPhone Users Manual](#) (iPhone app)
- *iPad Application Development For Dummies* (Wiley), bestseller
- *iPhone/Objective-C Application Development For Dummies* (Wiley)
- *iPod and iTunes for Dummies* (Wiley), bestseller
- *iPod touch for Dummies* (Wiley), bestseller
- *Macintosh iLife for Dummies* (Wiley), to be released in 2010
- *Just Say No to Microsoft* (No Starch Press), bestseller
- *Estimated Charges* (Flying Other Brothers), iTunes album
- [Rockument](#) (entertainment and shopping site)
- *Haight-Ashbury in the Sixties* (CD-ROM documentary)
- *Macromedia Director* CD-ROM (Random House)

SumTotal: To establish SumTotal's leadership in talent development and software-as-a-service (SaaS) solutions, and increase revenue and market share, I developed corporate and product messaging, Web content, data sheets, and customer case studies. "Tony is an excellent writer who can dive deep into the technical aspects of a product or solution and articulate its business value. He backs this up with an incredible work ethic." (Sr. Director of Corporate Marketing)

- SumTotal Messaging/content: [Talent Development](#) and [SumTotal Talent Development Suite](#)
- Article: [Amway: E-Learning for a Sales Force of Four Million](#) (*Training Magazine*)

FileMaker: I developed editorial reviewer materials for the Bento for iPhone product launch.

- Editorial Reviewer's Guide: [Bento for iPhone and iPod touch](#)

Adobe: I developed messaging and content for Adobe LiveCycle and Intelligent Document Platform product launches. "Tony Bove is a technologist and writer who 'gets it' and possesses the business savvy to make a real difference in an organization. I'd work with Tony in a New York minute if I needed something written right, tight and tonight." (Group Manager, Alliance Marketing)

- Adobe Tech Brief: [Adobe Intelligent Document Platform and IBM WebSphere](#)
- Adobe White Paper: [Adobe Form Server for IBM](#)
- Adobe microsite: [Adobe LiveCycle Process Management](#)

BEA (now part of Oracle): To help establish BEA's thought leadership in enterprise innovation, services-oriented architecture (SOA), business process management (BPM), and Web 2.0 social computing technologies, I developed a new messaging plan, wrote white papers, and helped produce an audio-visual microsite. "Tony is one of the few people I have worked with who can convey both the business value as well as technical value in a way that is easy to understand. I strongly recommend him and would love to work with him again in the future." (Director, Brand and Marketing Communications)

- BEA White Paper: [Innovating with Dynamic Business Applications](#)

Sun Microsystems (now part of Oracle): I wrote more than 100 customer case studies and managed the customer reference process. “His experience in the industry, in technical subjects, and in customer reference work helped us immensely.” (Sr. Group Manager, Customer References)

- Sun customer case studies: [Accor Hotels](#), [Callidus Software](#), [Swedish National Police](#)

Citrix: I developed product marketing white papers for the Citrix MetaFrame product launch.

Wikipanion, Scribular, Festival Preview: I consulted on iPhone app product development and marketing strategies.

### **Director, Enterprise Marketing, BEA (1999-2002)**

I developed strategies for a highly successful re-branding campaign including a new logo, revamped Web sites, and international media advertising to assert BEA’s leadership in e-commerce solutions, which greatly contributed to a 61% increase in BEA revenues in 2000. I also increased effectiveness of sales efforts by developing BEA’s customer reference program.

- “Tony is an extraordinary writer in general, and a particularly strong marketing writer for high-tech products and companies.”
- “Tony is one of the few people I have worked with who can convey both the business value as well as technical value in a way that is easy to understand. I strongly recommend him and would love to work with him again in the future.”
- “Tony is a superb communicator. He is adept at both executive messaging and boiling down complex technical concepts into simple, comprehensive communications.”
- Article: [Building a Flexible Foundation for E-Business](#) (*Dell Power* magazine)
- White Paper: [BEA WebLogic E-Business Platform](#)
- Customer case studies: [Honeywell](#), [VISA](#), [Washington Post](#)

### **Manager of Corp. Communications, Live Picture and LivePix (1997-1999)**

I managed and produced all corporate communications including Chairman John Sculley’s keynote presentations, customer references and success stories, marketing and sales collateral, press releases, event literature, product white papers, and Web sites.

- “Without any reservations, I highly recommend Tony. He will quickly understand what needs to be communicated, and he will add a clarity that will further enhance and contribute to strategy.”
- “Tony quickly grasps new subjects, becomes an expert, and then delivers content that is thorough, clear and accurate. Whether you need a press release, Web site copy, collateral or product documentation, Tony will deliver with uncommon professionalism.”

### **Project Leader, NewFire; Producer, Rockument, NetGuide and MediaBand (1995-1997)**

For NewFire, I wrote and produced reference manuals, technical notes, and online documentation for game development tools (VRML with Java and C APIs). For NetGuide and MediaBand, I produced content for intranets and web sites, and documentation on streaming video and search technologies. I also launched the Rockument publishing company and site, and produced and published CD-ROM entertainment titles and projects for Random House and Voyager Co.

### **Editorial Director, Hypermedia Communications and *NewMedia* Magazine (1991-1995)**

I edited and published the *Macromedia User Journal* and the *Inside Report on New Media*, and developed editorial strategies and developer conference programs for *NewMedia* magazine.

- “Tony helped set the early direction for *NewMedia* magazine as editorial director, and later was our go-to resource for in-depth reporting and analysis of new media topics. Tony is also a great columnist and one of those true industry insiders who knows everybody worth knowing.”
- “Tony was and is one of the most astute observers of new media in the Internet era. At *NewMedia* he contributed major cover stories as well as detailed analyses of the latest media creation products and strategies. A generation of new media auteurs weaned themselves on his writings about tools such as Macromedia Director and his cutting-edge insights into the business of interactive media.”

### **Founder, Editor and Publisher, *Desktop Publishing, Publish, and User's Guide* Magazines; Author, Columnist, and Reviewer (1980-1991)**

I started pioneering magazines about desktop publishing and microcomputer operating systems, gave keynote speeches, served on prominent technology panels, and led worldwide seminars.

- Columns include: the Macintosh column for *Computer Currents* (weekly, 7 years); Multimedia Expert online column, the Prodigy network (daily, 2 years); *The Chicago Tribune* (weekly, 5 years); desktop publishing column, *MacUser* (monthly, 2 years); graphics column, *NeXTWorld* (quarterly, 2 years); graphics column, *Macintosh Today* (weekly, 1 year); *Dr. Dobbs' Journal*, *NewMedia*, *PC World*, *PC Computing*, and the *Whole Earth Software Catalog*.
- “In the twenty-plus years I’ve known Tony Bove, I’ve come to think of him as the Isaac Asimov of tech publishing. His writing is always clever, engaging, clear, and solid. Tony is one of the best there is at explaining technology to the general public. He also has an enviable record in spotting the trends before they are trends. His early writing on desktop publishing helped launch the field, and his bestselling books on Adobe Illustrator and Macromedia Director were all first of their kind.”

### **Technical Publications Manager, Intel and Data General (1976-1980)**

I started as a technical writer at Data General writing programming language manuals and worked my way up to Senior Technical Writer and Tech Pubs Manager at Intel. I won the Society for Technical Communications First Prize Award for a reference manual on BASIC, and wrote the first tutorials on using Pascal and developing for the Intel 286 processor with PL/I and PL/M.

### **Awards and Reviews**

- “One of the most interesting overviews of modern desktop computing history that’s ever been written... possibly a watershed event.” John Dvorak on *Just Say No to Microsoft* (Nov. 2005)
- “Every Microsoft engineer and product planner should read it.” Robert Scoble, blogger and former Microsoft Technical Evangelist, on *Just Say No to Microsoft* (Jan. 2006)
- “Tony Bove has a definite knack for noticing what’s important and succinctly explaining it.” A.P. Lawrence on *Just Say No to Microsoft* (Dec. 2005)

- “I borrowed several books from the library on iPods. This was by far the most informative, up to date and easy to use. It’s a great ‘go to’ book.” One of many five-star reviews on Amazon.com for *iPod and iTunes for Dummies*.
- “Near genius at making complex ideas understandable.” Jerry Pournelle, BYTE (Dec. 1986)
- “Practices what he writes about.” Larry Magid, L.A. Times (Aug. 19, 1985)
- Reviews of *Haight-Ashbury in the Sixties*: “An unflinching, nonjudgmental chronicle” (Wired), “Inspires then and now connections, fulfilling any historical work’s highest calling” (S.F. Examiner), “Truly greater than the sum of its parts.” (N.Y. Post)
- [*Inside Report on New Media*] is “excellent source of news.” John C. Dvorak, S.F. Examiner (July 19, 1987)
- Subject of feature article, *Multimedia Producer* (Aug. 1995)
- Society for Technical Communications First Prize Award for a reference manual (1978)

## **Published Works (Books, Applications, CD-ROMs, and CDs)**

[\*Tony’s Tips for iPhone Users Manual\*](#) (iPhone application)

*iPad Application Development For Dummies* (Wiley)

*iPhone/Objective-C Application Development All-In-One For Dummies* (Wiley)

*iPod and iTunes for Dummies* (Wiley)

*iPod touch for Dummies* (Wiley)

*Macintosh iLife for Dummies* (Wiley)

*Just Say No to Microsoft* (No Starch Press)

*Estimated Charges* (Flying Other Brothers), iTunes album

*San Francisco Sounds* (Flying Other Brothers), CD

*iLife All-In-One Desk Reference for Dummies* (Wiley)

*iPod Companion* (M&L Publishing)

Rockument and Flying Other Brothers podcasts

Rockumentaries on the Beatles, Beach Boys, Bob Dylan (Rockument)

Essays on the history of rock music (Rockument)

*Haight-Ashbury in the Sixties* (Rockument), documentary CD-ROM

*Macromedia Lingo Studio* (Random House), book/CD-ROM

*Official Macromedia Director Studio* (Random House/Hypermedia), book/CD-ROM

*Using Macromedia Director* (The Voyager Co.), CD-ROM Expanded Book

*Using MacroMind Director* (Que)

*Que’s Macintosh Multimedia Handbook* (Que)

*Inside Report on New Media* (editor)

*New Media* magazine (editorial director/columnist)

*Adobe Illustrator: The Official Handbook for Designers* (Bantam/Random House)

*Desktop Publishing with PageMaker* (John Wiley & Sons)

*The Well-Connected Macintosh* (Harcourt Brace Jovanovich)

*Bove and Rhodes Inside Report* (publisher/editor)

*Publish!* magazine (founder/columnist)

*The Art of Desktop Publishing* (Bantam)

*Desktop Publishing* magazine (founder/publisher/editor)

*Portable Companion* magazine (editor)

*User's Guide* magazine (founder/publisher/editor)  
*CP/M User's Guide* (Baen Books/Simon & Schuster)  
*Free Software* (Baen Books/Simon & Schuster)  
*InfoWorld's Essential Guide to CP/M* (Harper & Row)  
*WordStar Pocket Reference* (Addison-Wesley)  
*TRS-80 Model III User's Guide* (John Wiley & Sons)  
*CP/M Handbook* (Sybex)

## **Speaker Highlights**

Nov. 2005: Keynote, Cybersalon in Berkeley, CA, on Microsoft  
Mar. 1997: Moderator, Digital Hollywood, panel on multimedia CD-ROM  
Jun. 1997: Keynote, F2 conference on multimedia games, Tokyo  
Apr. 1996: Keynote at Multimedia in the Arts conference, Castro Theater, San Francisco  
Jan. 1996: Moderator, Digital Be-In, panel on counterculture and computing  
1992-1995: Seminar leader, Macromedia Developer annual conferences  
1987-1994: Moderator and seminar leader, Macworld Expos, on publishing and multimedia  
Sept. 1990: Keynote at NTT conference on Macintosh and connectivity, Tokyo  
1986-1989: Seminar leader, Folio Magazine seminars on desktop publishing (8/year)  
1988-1990: Moderator, COMDEX Fall and Spring, panel on page makeup software (2/year)  
Apr. 1986: Speaker at Typeworld conference, Phila. PA  
Jun. 1983: Keynote at CP/Net User Group, on CP/M, Pasadena, CA  
May 1982: Speaker at Digital Research ISV Conference, on CP/M support, Monterey, CA  
May, 1980: Speaker at West Coast Computer Faire on microcomputer software

## **Affiliations**

Tufts University, The Haverford School, Waldron Mercy Academy  
[Flying Other Brothers](#) for benefit concerts and fundraisers