



Sage ACT! 2012 Cookbook by Karen Fredricks

PACKT Publishing

This is another excellent book from Karen Fredricks and the folks at PACKT that covers a lot of ground for both the new and experienced ACT! user. The style and layout is the familiar clean and clear PACKT style which I like a lot. The material not only covers the usual “How to...” type of material, but also includes “Why you should...” help and guidance. For example, in the section covering Groups - you are told not only how to create a Group of contacts - but also some typical situations where this is beneficial. This is a frequent omission from software manuals as they often assume the users know “why” and all they need to document is “how”.

All of the new functionality introduced with ACT! 2012 is covered in depth; Google Integration, Universal Search and there is even a whole Chapter on the ACT Scratchpad!

Despite the 284 pages, there are some topics not covered at all. One is the Calendar / Scheduling / Task List use of ACT! 2012, which is a bit of a disappointment. Perhaps this might be a future PACKT publication? The other omission is the use of ACT!'s dashboard and reporting capability – but this material is covered superbly in another PACKT publication “Sage ACT! Dashboard and Report Cookbook”, also by Katen Fredricks and Roy Laudenslager

I have been using ACT for over 20 years and supporting and consulting on it myself for nearly 10 of those years. Did I learn anything new whilst reading this book? Yes, I did. I particularly liked the section on Sage Email Marketing mainly because I learned so much, even though I use it to send out my own newsletters!

Overall another great addition to your ACT! reference library.

Trevor Lever

ACT Certified Consultant

trevor@trevorleverconsulting.com