

LEARNING MADE EASY

Wiley 2nd Special Edition

# Custom Solutions

<sup>for</sup>  
**dummies**<sup>®</sup>  
A Wiley Brand



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a global brand

Bolster your content  
marketing efforts

Stand out to your  
target audience

Compliments  
of  
**WILEY**

The *For Dummies*  
Custom Solutions Team

## About the *For Dummies* Opportunity

The *For Dummies* brand has stood out since we published our very first book, and not just because of our trademark yellow-and-black covers. Our straightforward, personal approach has enlightened millions of readers on thousands of subjects, providing a fun and creative way for users to find the information or answers they need, and making *For Dummies* the most widely recognized and highly regarded reference series in the world.

That easy approach also applies to the B2B and B2C worlds. Hundreds of businesses have partnered with us to make unique *For Dummies*-branded content. Whether you want to speak specifically about your product or service or want a thought-leadership piece to enlighten potential customers, we can help. The *For Dummies* way truly is, as our motto says, “Learning Made Easy.”

The *For Dummies*  
Custom Solutions Team



# Custom Solutions

Wiley 2nd Special Edition

**by the *For Dummies*  
Custom Solutions Team**

**for  
dummies®**  
A Wiley Brand

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# Introduction

This is a very “meta” moment. You’re reading the very content marketing solution we hope you’ll choose for your business — except instead of telling you the story of what we can do for you, your custom solution will tell your prospective customers what *you* can do for *them*.

Today’s marketplace presents an exciting opportunity to grow your business by reaching new clients anywhere in the world. But along with that opportunity comes a daunting challenge: How do you stand out amidst the noise of digital advertising and so much competition? How do you continue to keep your brand, product, or service in the spotlight so you can reach your prospective customers, generate quality leads, and develop lasting relationships with your existing customers?

Developing an effective, integrated marketing strategy is a big, ongoing challenge for all business leaders and marketers — especially for companies with highly complex products and services. You need your audience to understand what you do, and you need to communicate it in an interesting way.

In today’s marketing world, where most business leaders conduct their initial research online, advertising spending will only get you so far. Ads are a short-term solution when you really need a long-term game plan that builds confidence and trust in your brand. You need content marketing.

## About This Book

*Custom Solutions For Dummies* gives you a big-picture look at today’s evolving marketing landscape, where content counts more than ever. It shows you how putting the power of one of the world’s best-known reference brands to work for your company or cause can make your campaign stand out.

In this book, we walk you through the process of creating tailored content for your company and explain how our experienced team makes the process straightforward and simple. Finally, to demonstrate how adaptable the *For Dummies* brand is, we give you a

quick list demonstrating the wide variety of topics on which we've created custom solutions over the years.

## Icons Used in This Book

The *For Dummies* series is known for its use of icons, helpful little symbols in the margins that point out interesting or important information. Your readers will appreciate that your custom *For Dummies* book also includes these beloved items. Here are the ones used in this guide:



TIP

The Tip icon highlights information you may find useful as you contemplate how to incorporate *For Dummies* custom solutions in your marketing plan.



REMEMBER

The Remember icon calls out a key feature or benefit of *For Dummies* custom solutions or an important note about the custom solution process.

## Where to Go from Here

As with any *For Dummies* book, you don't have to read this book from front to back. You can start anywhere. Chapter 1 explains how a *For Dummies* custom solution fits in a content marketing plan. Chapter 2 explains the process of creating a custom solution with us. Chapter 3 gives you a brief glimpse of the breadth of our brand and how the *For Dummies* approach can handle any topic. Want to know more? Reach out to us at [info@dummies.biz](mailto:info@dummies.biz), and one of our expert custom sales team members will be happy to go into specifics about how we might work together.

- » Seeing the entire content marketing picture
- » Understanding the role *For Dummies* custom solutions can play
- » Blending everything together into a coordinated strategy

# Chapter 1

## Understanding What Content Marketing Can Do for You

**C**ontent marketing is about creating and publishing valuable, relevant written and visual material to attract and engage a clearly defined audience. Content marketing can include articles and blog posts, social media posts, white papers, e-books, infographics, and videos.

Unlike regular advertising, designed to quickly grab people's attention, content marketing produces lasting pieces specifically tailored to be useful to your prospective customers. At the same time, this content showcases your company's expertise and authority, helping to establish you as a thought leader in the industry and build confidence in your business.

High-quality *For Dummies* custom content also educates your customers about your products and services and shows how your business can solve their challenges. With content marketing, you can communicate your company's core values, build a relationship with your targeted audience, and build a sense of community around your brand.

# Satisfying Your Customers' Needs and Your Bottom Line



REMEMBER

Content marketing doesn't just pitch products and services. It's a strategic approach that creates and publishes interesting and useful material for your target audience. If you do it right, your prospective clients will take the time to engage with your content and, over time, even look forward to receiving more. That's because the material provides information they need and answers their most pressing questions.

With a strategic content marketing approach, you can achieve some key benefits, including:

- » Increased sales
- » More quality leads
- » More customer loyalty

## Utilizing the Ideal Content Tool: The Dummies Custom Book

The *For Dummies* series of books is known throughout the world for learning made easy. Printed in 32 languages, *For Dummies* reference books are the go-to guides for just about anything you want to learn — from computer programming to stock investing to fly fishing. Chances are, you know more than a few people who have read a *For Dummies* book to learn something easily and quickly.

The core of Dummies Custom Solutions is the *For Dummies* custom e-book — the very thing you're reading right now. Co-branded with your company name and sporting our well-known *For Dummies* style on the cover and throughout the book, a *For Dummies* custom e-book grabs attention immediately.

Our clients make their e-books available for download on their websites. Some also opt for our printed books and hand them to prospective customers at conferences, trade shows, and sales meetings.



# Using an Integrated Marketing Strategy

The *For Dummies* custom e-book is the star of the show, but our cast of supporting solutions is what makes up our proven integrated marketing strategy. Our dynamic and engaging infographics, *ipapers* (short white papers), checklists, and animated videos provide even more valuable content for your customers. They also drive traffic to your website, where people can download your *For Dummies* custom e-book.

And the *For Dummies* custom e-book works. How do we know? Because we have hundreds of clients — many of them high-profile tech firms — and 91 percent of our clients renew their book licensing rights with us. In most cases, when they renew, they also opt for an update to their books to reflect their evolving products and services.



REMEMBER

Over and over again, our customers tell us how well their *For Dummies* custom e-books work for them, and over and over, we hear it's because of the *For Dummies* brand recognition. Partnering with a world-renowned brand creates an instant connection with new customers and the chance to grow that into a lasting customer relationship.

This ongoing relationship we enjoy with our customers can happen for your company as well, and our e-books are an excellent way to foster that relationship. As we hear again and again from our clients, our high-quality books and other content marketing pieces are clever, attention-getting, and incredibly effective.

## Funneling for Consistent Growth

As business and marketing leaders have come to know, content marketing not only works at the beginning of the marketing funnel — boosting brand awareness and grabbing customer attention — but continues to pay off through the decision-making phase to the point of sale and beyond. Ongoing output of useful, quality content builds confidence and loyalty over time, which leads to customer retention.



For *Dummies* custom e-books are powerful content marketing tools because they work alongside your entire marketing funnel. Yes, they're clever and eye-catching, but they also create a positive, satisfying customer experience by effectively explaining your product and answering your clients' most critical questions.

In other words, a *For Dummies* custom e-book explains why a client should choose your company over the competition and exactly how to use your products and services — in a straightforward, easy-to-grasp way.

What's more, a *For Dummies* custom e-book is a lasting marketing tool that you can use over and over again.



The reach of your *For Dummies* custom solution doesn't have to be limited to the English-speaking world. *For Dummies* is a global brand with the capability to reach global audiences. We've translated more than 800 custom solutions into 19 languages. If your campaign is going global, so can your *For Dummies* custom project. Just ask us how.

## SOME SAAS-Y SOLUTIONS

Oracle came to *Dummies* Custom Solutions with the need to explain its suite of Software as a Service (SaaS) applications. The technology that drives these services is complex; Oracle needed to explain how it works and how it can be incorporated with its clients' systems.

Our editorial team worked with Oracle to write and produce *SaaS For Dummies*, Oracle Special Edition, with the Oracle logo on a branded *For Dummies* custom e-book and print book. The co-branded Oracle/*For Dummies* e-book and print book are now on the third edition. The e-book has been an extremely popular download on the Oracle website. Oracle also hands out the print book at trade shows and sales meetings because this clever marketing tool does an excellent job of grabbing people's attention and even putting a smile on their faces (in these situations, you'll often hear: "Hey, it's a *Dummies* book!"). In that well-known, effective, and easy-to-digest *For Dummies* style, the book tells Oracle's audience exactly what they need to know about its products, which prompts inquiries and generates leads down the line.

- » Sharing your vision
- » Getting to know your project team
- » Launching the project
- » Working together through the process

# Chapter 2

## Understanding How We Work with You

The Dummies Custom Solutions team uses the familiar *For Dummies* style and approach to create your co-branded e-book and other content marketing solutions. We work closely with your team to tailor the content to your needs, whether it's to educate customers and partners, train employees, or both.

Dummies custom e-book projects follow a well-established but straightforward process. After a launch call, where you'll get to meet our team, discuss the steps, and talk with us about what you want your book to communicate, the process is designed to get you your valuable marketing piece as quickly and efficiently as possible. This chapter goes through the steps and introduces the key players so you have a better understanding of what's involved.

### Outlining Your Vision

All projects begin with a vision. We'll send you a client brief that you can fill out to convey your vision for your custom project. The brief walks you through the process of describing your target audience, defining your key objectives and messaging, and creating an outline of your desired coverage areas.



TIP

The brief asks you to provide a list of source materials — available via clickable links or sent along to our team as email attachments — and map those to their respective chapters in the outline. This step is critical. An important goal of a *For Dummies* custom e-book is to talk about the subject matter from the client's perspective. However, we can't do that if we don't have your perspective. Providing us with relevant source materials, mapped to specific sections in your outline, helps our author tell the story your team wants to tell.

The brief also asks you about your authoring choice. Most *Dummies* custom e-books are done one of two ways:

- » **The project is authored by the Dummies Custom Solutions team.** We hire an author who is knowledgeable about your topic and work with that author to tailor the book for your audience.
- » **The project is authored by your team.** You have an internal writer or an independent author you regularly work with write the first draft. We hire someone we call a Dummifier to work on your writer's manuscript so it fits the *For Dummies* style and brand.



REMEMBER

After you complete the client brief and gather all necessary source materials, send them to your account manager and to Traci Martin ([tmartin2@wiley.com](mailto:tmartin2@wiley.com)). Traci will review and provide feedback for any necessary updates to the brief, outline, or source materials, and communicate the next steps for moving forward in the process. After your client brief and source materials have been reviewed and approved, that's our cue to do two things: Assemble our team, and search for an author or Dummifier.

## Meeting the Team

The Wiley editorial team that creates your product and manages the schedule includes several key players:

- » **Acquisitions editor (AE):** This is Traci Martin's role. The AE focuses on reviewing your client brief and source materials and hiring the appropriate writer or writing resource, depending on the specific needs of your project. After hiring

an author or Dummifier, the AE works with you to schedule the official launch call.

- » **Managing editor (ME):** The managing editor oversees the editorial process after the launch call. The ME hires the project manager and works with the project team — including you! — to develop a schedule.
- » **Project manager (PM):** The PM is your main point of contact after the launch, working with you and the author or Dummifier on each step. The PM sends you the proposed or reviewed table of contents (TOC) and then the manuscript files for review. They work with the author or Dummifier to revise based on your feedback. The PM also works with you on the cover design and then runs everything through our layout teams.
- » **Author:** The person who Wiley hires to write the manuscript based on the outline and sources provided in the client brief and any additional information they glean from the launch call. The author aims to cover your desired coverage areas while also staying true to the *For Dummies* series.
- » **Dummifier:** If your team is writing the manuscript, this is the person who takes your written content and tweaks the text so it meets *For Dummies* brand style. Usually this involves making the material clearer, more conversational, or funnier; adding icons; and incorporating various elements like bulleted lists and active headings.

The editorial team ensures you get the product you want according to the agreed-upon schedule.



REMEMBER

The schedule for your project will not be created until we have an approved TOC.

## Kicking Things Off: The Launch Call

After the AE has hired an author or Dummifier, the next step is the official launch call, a half-hour chat about the process and the content. All launch calls occur in Microsoft Teams and may be recorded.

The official launch call agenda includes the following:

- » **Introductions:** On the Wiley side, we put faces and names to the team members described in the preceding section. On your side, having the following people attend is vital:
  - You
  - Your team member who is managing the project on your side (if that's not you)
  - Your key team members and subject matter experts (SMEs) who can provide any insight into the overall vision and content sources
  - Your team member who will have key sign-off authority, if not already included
- » **Process overview:** We cover how we create custom books/products from start to finish. We tell you what to expect when developing the TOC, how the manuscript is developed, and what is expected during the review process. We also explain the timeline and cover why each review is so important to ensuring the final product you're seeking.
- » **Content discussion:** This part of the meeting focuses on the vision and overall expectations for your project. The author will use your client brief and source materials to guide this portion of the call and ask questions for clarification as needed, ahead of beginning their work to create a TOC. The goal of this discussion is to obtain a clear vision of the product we're creating for you so the author can leave the call ready to get started on the TOC.



REMEMBER

If you're not sure about something, please speak up. Also, if you're hoping to have your *For Dummies* custom e-book ready for a certain event, please let us know the details during the launch call. You'll need to plan ahead — Wiley-authored projects take 13 to 14 weeks from TOC approval (not the launch call) to finished ePDF. Client-authored projects take around 11 weeks from delivery of manuscript to finished ePDF. A good chunk of that time involves other departments with their own processes and timelines we must follow. However, if you tell us what you're hoping for during the launch call, we'll see what's feasible.

# Walking through the Development Process

After the launch call, our PM is your day-to-day contact. Things usually move pretty quickly. Here's a fast overview of the process:



REMEMBER

- » **The TOC is created (if we're writing the manuscript) or reviewed (if you're writing it).** If we're writing the manuscript, we'll get a TOC for you to review within five days of the official launch call if we have all your source material. If your team is writing, our Dummifier and PM will provide you with feedback on your initial TOC within three days of the launch call. The TOC review process is a discussion, so it may go back and forth once or twice before both sides have approved it.

The approved TOC is the blueprint for your book. We strongly recommend that anyone with final sign-off authority be included in the TOC review process, because addressing their wishes up front is *much* easier than retrofitting the text at the end. Also, any changes made to the TOC after this point starts the clock over again on the project timeline and may incur additional costs.

- » **The manuscript is created, edited and/or Dummified, and reviewed by your team.** Our standard schedule calls for two rounds of manuscript review, but if you anticipate needing more, let us know and we'll include that in the schedule.
- » **After the manuscript is final, we prep the files for layout.** Our PM will work with you on some final details, like which cover design option you'd like, the specs for your ad on the inside back cover, and how you'd like your company bio on the inside front cover to read.
- » **We proceed to layout and you review the files.** Having been through the manuscript a couple of times already, interior layout changes should be light. We share one layout pass so you can make final interior changes, and then a second layout pass to confirm those changes were made as requested. You get three looks at the cover unless it's approved on the first or second pass.



REMEMBER

Missed dates at any time during the schedule, but especially during layout, will result in schedule adjustments. And one day late does not always translate to only one additional day in the schedule.

- » **We send everything to the ePDF team and to the printer (or archive the print files in case you decide to print later).**
- » **The layout team needs about a week to finalize everything after your final review, and then the ePDF creation process takes about another week.** For domestic printing, it usually takes about 20 business days — after the files are finalized — until the printed books are ready to head to the Wiley warehouse for shipping. Shipping should be arranged with your sales rep at least 14 days before the books are scheduled to finish printing. Your sales rep will also handle the delivery of your e-book file.



TIP

## AVOIDING COMMON PITFALLS

Things happen. That's unavoidable. But keep a few simple tricks in mind, and your project can avoid some of the most common issues we've seen over the years:

- **Get anyone with final sign-off authority involved early.** Nothing derails a layout schedule quite like a senior vice president who wasn't consulted and wants changes made right as the layouts are final. Not that *your* senior vice president would do that, of course.
- **When we send you the project schedule, compare that to your schedule and those of your review team members.** Having to adjust something slightly because a key person is at a conference is a common occurrence. Just let us know. And don't forget to check personal schedules. You wouldn't want your project to go on hiatus for nine months for a family leave. It has happened.
- **If changes are in the offing, let us know.** Obviously, any custom project should include the latest and greatest information, when that can be made public. If you know something is coming up, share that and we'll work with you to figure out the best path forward. (And in case you're wondering, your contract with Wiley and our contracts with our editors and authors all include a nondisclosure clause.)



# Chapter 3

## Ten Unusual Dummies Custom Solutions Topics

The very first *For Dummies* retail book may have been about using a computer, but by the tenth book, we had written about personal finance and — now we're blushing — sex. (Yes, the author was Dr. Ruth.) From there, the *For Dummies* formula has been taken into all kinds of areas that involve people's lives. We've done retail books on more than 2,000 topics.

Likewise, many of our custom projects have been done on technology topics, but we have an impressive résumé of non-computer custom projects. Clients, like book readers, have come to trust that the *For Dummies* formula can explain what their business is about and/or educate prospective customers and employees about an area of importance or with future potential.

Here's a quick look at some non-computer subjects we've worked on with clients.

» **Going green:** Okay, admittedly a bit of a technical topic, but a huge consideration today on every company's radar. We've done books for clients advising their potential customers on everything from electrifying their fleets to lowering the carbon footprint of their IT departments.



TIP

- » **Hair salons:** Want to know how to make your hair salon more successful? Hope you have a copy of this custom project handy.
- » **Higher-level business finances:** We've had clients work with us on projects covering currency transaction recording, currency trading, and surety — which is not insurance, as the book on this subject explains.
- » **Card games:** We've done *For Dummies* custom books on everything from euchre (if you don't know, you need the book) to Texas hold 'em.
- » **Musical instruments:** From harmonicas to guitars to ukuleles, our custom projects have helped our clients' customers begin their musical adventures. Mastery? That takes a little practice.

Many of these projects were done in conjunction with very successful *For Dummies* licensed kits, where we worked with our clients to take the *For Dummies* experience beyond the book to products that helped their customers be successful. If you'd like to know more about how you can put the power of the *For Dummies* brand and experience to work for your company and product, talk with your Dummies Custom Solutions rep.

- » **Welding:** This project helped educate a client's prospective customers about a specific type of welding, from introducing the concept to gearing up to doing specific joints and welds.
- » **Health:** We've done custom projects designed to help people with everything from the common cold to diabetes to ulcerative colitis. We've also helped clients prepare their patients for LASIK surgeries and colonoscopies.
- » **Oil recordkeeping:** You're the captain of a boat. Your boat has a bit of an oil leak. Strict rules exist about what you need to do and how you need to report it. We have one client whose captains all have a handy little *For Dummies* book that details exactly what to do in various situations.
- » **Cold-foil printing:** You've likely seen higher-end books with this enhanced printing technique on their pages or covers. But when one vendor wanted to explain this to prospective clients, they came to the Dummies Custom Solutions team to do so simply and clearly.
- » **Entertaining:** Let's finish with a fun category. Need to grill a burger? Grill a kabob? Throw a cocktail party? We've done custom projects on all those subjects and more.



**30+**

**languages  
and for sale  
in over 100  
countries**



**12**

**Dummies  
books sold  
every minute  
around the  
world**



**155**

**million unique  
dummies.com  
visitors this  
year**



**225**

**million  
Dummies  
book sold**



**2,000**

**topics  
covered**



**20**

**million  
custom  
books sold**

## Leverage the marketing power of a world-famous brand!

Spelling it out in the *For Dummies* signature, tell-it-like-it-is style, this guide shows you why content marketing is so important in today's world marketplace, and why *For Dummies* custom solutions are a perfect addition to your plans. From our centerpiece custom solutions to a host of complementary content marketing tools, *For Dummies* can help you nourish and grow prospective and current customers into partnerships. Learn how the Dummies Custom Solutions team works closely with you to make the magic happen.

### Inside...

- Boost your sales and create standout content
- Take advantage of custom content marketing
- Engage your customers at every touchpoint
- Blend a custom solution into your plan
- Share your vision and let our team carry it out
- Understand how the *For Dummies* approach can address any subject

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