



## ***Mac Migration: The Small-Business Guide To Switching To The Mac***

**Millions Are Switching From Their Old PC To A New Apple Mac...  
This New, Easy-To-Read Book Makes The Process Even Easier!**

### **For Immediate Release**

Contact: Peter Simmons  
(508) 698-0123

**September 8, 2008** – Bestselling author Jason R. Rich ([www.JasonRich.com](http://www.JasonRich.com)) is proud to announce the publication of his latest book, ***Mac Migration: The Small-Business Guide to Switching to the Mac*** (350-pages, \$17.95, Entrepreneur Press). This book is now available from bookstores everywhere.

Capitalizing on the incredible popularity of Apple iMac and MacBook desktop and notebook computers, and Apple's multi-million TV advertising campaign that promotes the superiority of Mac-based computers versus rival PCs, this new book explains how current PC users can easily migrate to a Mac-based computer, transfer their data, and stay fully compatible with their office network.

Written primarily for business people and entrepreneurs, this new book is easy-to-understand and walks non-technologically savvy people through the process of buying a Mac, setting it up, installing software, and transferring data from their old PC.

The book also covers how to sync a new Mac with an iPhone, Blackberry or other wireless PDA/cellular phone, plus offers information about the most popular business-oriented applications currently available for the Mac. Readers will also learn how to run the Windows Vista operating system on their Mac, as well as Windows-based applications, when necessary.

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“Having spent almost 15 years using PCs, about three years ago I switched to the Mac and have never looked back. The Mac OS X Leopard operating system is powerful, easy-to-use, stable and far more intuitive than Windows Vista,” stated author Jason R. Rich. “My new book will introduce people to all of the reasons why a Mac is superior to a PC. It explains why so many people are making the switch from a PC to a Mac for their home and business computing needs.”

Anyone who is frustrated with their current PC, Windows Vista or who is even remotely contemplating a switch to the Mac, should definitely read this comprehensive new book.

Jason R. Rich is the bestselling author of more than 39 books covering a wide range of topics, including computers, ecommerce, personal finance, career-related topics, travel and entertainment. He also contributes regularly to major daily newspapers, including the *New York Daily News*, as well as national magazines and popular websites.

Review copies of ***Mac Migration: The Small-Business Guide to Switching to the Mac*** are now available, and author Jason R. Rich is currently available for interviews.

For more information, please contact:

Jason R. Rich  
Author  
(508) 698-0123  
Jason@JasonRich.com  
www.JasonRich.com

Jillian McTigue  
Publicity/Marketing Associate  
Entrepreneur Press  
(949) 622-5274  
jmctigue@entrepreneur.com  
www.EntrepreneurPress.com

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