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SERVICES WE OFFER:

- Bindery service
- B/W copies
- Booth panels
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- Catalogs
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- Course packets
- Customization
- Data warehousing
- Digital printing
- Distribution
- Finishing
- Fulfillment
- Labels
- Large format prints
- Logo creation
- One-to-one marketing
- Package design
- PowerPoint slides

• **Blog** (short for *Web logs*) – is a web site that is maintained by an individual or corporation for the purpose of sharing information. Blogs come in three main types – *personal*, *corporate* and *question/answer*. A *personal* blog is similar to a diary – one person is adding the content and others can comment on that content. *Corporate* blogs are generally not open to the public and serve as a way for different teams within a company to work together and exchange ideas. The third type – Q/A is the kind you may already be familiar with. This type of blog is open to the public and people contribute to its content.

Q/A blogs are a great resource for both marketers and consumers. For marketers blogs can be used to monitor their customers' reactions to their products/services, answer customer questions, and provide necessary product information and updates. For consumers it's a great way to find answers or simply share your opinion. Whether you are trying to find the best piece of software to solve a problem or you are sharing your political views blogs are the new way to communicate.

Setting up a blog is very simple and can be done for free. There are services (xanga.com, Wordpress.com, Typepad.com) that offer templates and a simple way to add a blog to your site. Blogging also helps increase your search engine ranking. Because they are text-rich, contain links, and are frequently-updated, they are naturally search engine friendly.

We have set up a Q/A [blog](#) to answer questions and communicate with our clients. [Click here](#) to ask a question, read others' questions or to respond to an existing post.

• **Excel – Why Excel is Better Than a Calculator.** I am an admitted Excel junkie who can't understand why people still use a calculator to do their calculations. Using Excel takes even the simplest calculations and gives you flexibility, alleviates mistakes, and allows you to save that information for future use or reference.

In the sample below there are only two calculations that need to be made – Qty

Cost and Customer Price (marked in blue). No problem you say – I'll just get out my calculator and do it. But, what if your customer comes back asking to change the quantities from 100 to 500 or your boss asks you to increase the profit on each item? With a calculator you would have to know what numbers and calculations you used originally and then redo those calculations. Unfortunately this method can cause errors if re-keyed incorrectly or you don't remember the original numbers (and we all know this can happen!).

Save yourself the headaches. By setting up a simple table in Excel all you do is change the Qty amount field and Excel recalculates the final numbers for you. Not only is this easier, but now you have a record of what you provided as a price and you can verify your numbers easily (since they appear in the table). Now, if costs change, all you need to do is pull up your spreadsheet and change the Cost once and everything recalculates to reflect the new cost.

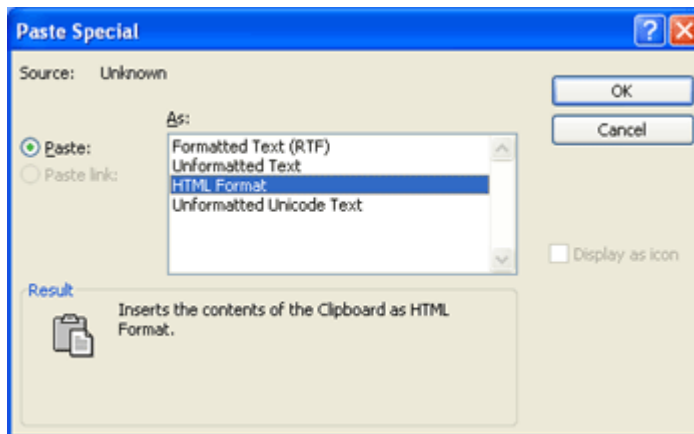
Item	Qty	Cost	Qty Cost	Profit	Customer Price
Product YYY	50	\$ 0.25	\$ 12.50	10%	\$ 13.75
Product YYY	100	\$ 0.22	\$ 22.00	10%	\$ 24.20
Product ZZZ	1020	\$ 1.20	\$ 1,224.00	15%	\$ 1,407.60
			=Qty x Cost		=Qty Cost x (1 + Profit)

Avoid calculation and record keeping errors and start using Excel!

- Printing
- Regulatory Services (labels, package inserts, brief summaries, and med guides)
- Sales aids
- Training manuals
- Training (Excel, PowerPoint, etc.)

Word/Excel/PowerPoint – Edit Paste Special – Text. How often have you found yourself trying to copy text from the web or other applications and when you paste it into Word, Excel or PowerPoint it contains not just the text, but graphics and tables – when all you wanted was the text? Well there's an easy way around this – use Paste Special.

We discussed Paste Special a few issues ago, but that was directed at pasting numbers and calculations. So this time let's talk about its use with text.



Paste Special is found in the Edit menu. To use – highlight the text you'd like to duplicate, go to Edit, Copy (to add the information to the clip board) and then open Word, Excel or PowerPoint. Point your cursor where you'd like the information to appear and click Edit, Paste Special. A window will appear showing the different paste options available. The ones shown have the following effects:

- **Formatted Text (RTF)** – inserts text with formatting (bold, underline, fonts, colors, etc) and table formatting.

- **Unformatted Text& Unformatted Unicode Text** – insert just the text – no formatting, nothing extra.
- **HTML formatting** – inserts the chosen material in HTML format so it looks like it did in the original version.

Fun Fact for November:

1828 – The Democratic donkey was first associated with Democrat Andrew Jackson’s 1828 presidential campaign. His opponents called him a jackass (a donkey), and Jackson decided to use the image of the strong-willed animal on his campaign posters. Cartoonist Thomas Nast used the Democratic donkey in newspaper cartoons and made the symbol famous. In a cartoon that appeared in Harper’s Weekly in 1874, Nast drew a donkey clothed in lion’s skin, scaring away all the animals at the zoo. One of those animals, the elephant, was labeled “The Republican Vote.” That’s all it took for the elephant to become associated with the Republican Party.

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To be removed or add others to this e-newsletter, please contact Amy at amy.potts@univgraph.com