



PUBLICATIONS BY VERONICA WILLIAMS

“Leading Edge Marketing”, Business Expert Press, 2014 (book).

“Wireless Computing Primer: A Comprehensive Guide to Wireless and Mobile Computing”, IDG Books, 1996 (book).

“Turning Technology into Value: It’s Not Just Sales & Promotion”, DiscoverIT, (in progress) (book).

“Personal Computing Made Simple”, DiscoverIT, 2003 (book).

Making The Most of Certifications, ITEC Connect, 2010 & Data Center Connect, July 2010

Mobility Empowers the Senate, Handheld Computing for Mobility, December 2003

The Media Cap: It’s Just the Beginning, Handheld Computing for Mobility, August 2003

“Achieving wireless security: Safe data passage for the road warrior”, Fall COMDEX Preview, November 2001

“Don’t Pinch Yourself! Wireless Life Now a Reality.”, Fall COMDEX Preview, November 2000.

“Discovering Information Technology”, UTC Journal, Summer 2000

“Wireless computing spearheads information technology”, COMDEX Canada 2000 Preview, 2000

“Wireless Connects Business, Consumers with Always Available Info”, COMDEX Canada Daily, July 2000

“Wireless computing spearheads information technology”, Spring COMDEX Preview, April 2000

“From Science Fiction to Reality: Wireless Computing is Here to Stay”, COMDEX Canada, July 1999 (Written in French)

“Selecting a Wireless Network”, Information Technologies for Utilities, July/August 1999

“Selecting a Wireless Network”, Electrical World, July/August 1999

Mobile & Wireless Showcase Anywhere, Anytime C”, COMDEX Preview, April 1999

“Processing Power in the Palm of Your Hand”, Information Technologies for Utilities, July/August 1998

“The Ins and Outs of Uplinks and Downlinks”, Information Technologies for Utilities, May/June 1998

“A New Way of Working”, Wireless Business & Technology April 1998

“Picking A Mobile Computing/Communications System”, OAG Frequent Flyer magazine, March 1998

“Quality Service Hits the Airwaves”, Information Technologies for Utilities, January/February 1998

“Extending Enterprise Systems to the Field”, Information Technologies for Utilities, June 1997

“Marketing Strategies for Wireless Carriers”, Wireless Business & Technology, January 1997

“Cost Justifying Wireless Data (in book entitled Wireless Communications 101)”, Wireless for the Corporate User, December 1996

“Selecting a Wireless Computing Platform”, Information Technologies for Utilities, December 1996

“National Accounts — a win-win deal for wireless users and carriers”, Wireless for the Corporate User, November 1996

“Wireless on a Global Scale”, Wireless for the Corporate User, October 1996

“Software: The keystone of utility wireless communications”, Information Technologies for Utilities, September 1996

“Wireless Carriers: So Many Choices, So Many Pitfalls”, Information Technologies for Utilities, June 1996

“Simplicity Series Part 2: Selling Products Using the KISS Concept”, NEWAVES, March 1996

“Can the Marketplace Meet Consumer Demand ?”, NEWAVES, December 1995/January 1996

“The Five P’s of Marketing Emerging Technologies”, NEWAVES, November 1995

“The Plan: Planning, Developing and Delivering Wireless Computing Solutions”, NEWAVES, October 1995

“Mobile Consumers Make or Break Wireless Systems”, COMDEX Preview, June 1995.

“Sorting out the Highway Hodgepodge”, Wireless World, February 1995

“Computing Communication Took 10 Years to Develop”, COMDEX Preview, October 1994.

“Driving the Data Marketplace: From Vertical to Horizontal”, NEWAVES, (on file with author).

“Delivering Information to Empower the Mobile Professional”, (on file with author).

“Transitioning from Paging to Two-Way”, (on file with author).

“Computing Communication Took 10 Years to Develop”, COMDEX Preview-IT for Wall Street, October 1994. TOC