

# Insight on Coaching – Guest Bio

DAVE TAYLOR

*Founder and Principal, Intuitive Systems and  
Author, The Complete Idiot's Guide to Growing Your Business with  
Google*

## Introduction

Dave Taylor has been involved with the Internet since 1980 and is widely recognized as an expert on both technical and business issues. Dave founded Intuitive Systems, a consulting firm that helps companies develop marketing strategies and build better software systems. A prolific author, he has been published more than 1,000 times, launched four Internet-related startup companies, and has written 20 business and technical books. Dave also maintains three blogs which help companies learn how to grow through savvy use of business blogging: The Business Blog at Intuitive.com (focused on business and industry analysis), the eponymous "Ask Dave Taylor" (devoted to tech and business Q&A), and The Attachment Parenting Blog, discussing topics of interest to parents.

## Experience

While at Hewlett Packard in the 1980s, Dave helped to administer Usenet in its early days and also wrote the Elm Mail System which has grown to become the most popular ASCII-based mailer on the Internet.

Since leaving HP, Taylor has worked as an editor and writer for *SunWorld*, *Computer Life*, and *Internet World* magazines. Dave has experience with online and phone-based instructional courses as well through the blog, "Blogsmart: Business Training Courses and Workshops."

He also teaches at the University of Colorado, Boulder, Continuing Education department, Intermediate HTML and Unix System Administration classes.

## Education

Dave holds both an MBA and MS Ed from the University of California, San Diego.

## Professional Affiliations, Publications and Recognition

Dave's most recently published works are *The Complete Idiot's Guide to Growing Your Business with Google* (Penguin Press), which offers every entrepreneur and business person hundreds of great ideas on how to increase their presence online, *Learning Unix for Mac OS X* (O'Reilly Media), a great and blessedly succinct guide to getting started with the Unix inside one's Mac, and *Wicked Cool Shell Scripts* (NoStarch Press), 101 fun and informative shell scripts for Unix, Linux and Mac OS X systems.

Some of Dave's other published works include *Global Software*, *Teach Yourself Unix in a Week*, *The Internet Business Guide* and most recently, *Creating Cool Web Pages with HTML*.