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The three pillars of business- Internet, TV and Phone by [FeliciaCorrine](#)

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The Internet, TV and phone are the incomparable assets for any business. You can never run, nor even think of business without the three entities of communication. They have a major influence in the business world and you cannot survive the competition in the market without the help of Internet, TV and phone. Let us take a look at how they control and facilitate the business activities.

INTERNET

The Internet has evolved as a powerful tool for communication. The Internet is very useful for sharing information and finding data. For any doubts or queries, you can readily access the Internet. The Internet has revolutionized the business marketing strategies. With new innovations and advanced applications, business has become a child's play.

The Emails are an effective form of business communication. You can send and receive mails to establish a good relationship with your clients and customers. Nowadays, Email marketing has become very popular and various businesses are trying to make optimum use of it. Computing will be a difficult and time consuming process without the computers and software on the Internet. We are now living in the Internet age and everything is done online.

Right from paying bills to researching everything can be easily accomplished through the Internet. Money transfer is very easy and can be quickly done with the help of Internet. Any data can be shared instantly. Cloud computing is yet another innovation which allows computing and storage of data in a remote location which can be accessed by end number of recipients. So the business processes can be managed more efficiently and the overhead costs will also be minimized.

Social networking is another common phenomenon seen in today's business world. Creating an online website has become a necessity as the masses have started relying on the computer for comparing services and finding viable resources. By writing blogs, uploading videos and becoming active on the networking sites, the businesses are trying to increase traffic to their website.

PHONE

The phones are the most effective tool for communication. Gone are those days when people had time to organize meetings and have direct face to face communication. Now what is popular is video conferencing which is a new form of face to face communication. You have the virtual presence of the speaker and audience. This facilitates healthy communication and so it helps the businessmen to have better control over their business.

Now marketing is even done through sending SMS and messages to the target market. With the arrival of Smart phones, the utilities of phone have increased to a greater extent. You can now synch your mail to your phone and do all the activities you do on your Internet.

TV

Wondering what TV can do to your business? The television is still the people's most favorite source of entertainment. As such this medium is used to propagate a message or product to a larger audience. The TV is the best way to influence a large sector of people and create awareness about your product in their mind. The advertising on TV can be very effective way to familiarize your product or service and grab the people's attention.

This is just an outline and I have covered only a few benefits. The Internet, TV and phone are necessary to carry out any business activity no matter whether it is a small business or a large one. When you sign up with the Time Warner Cable Specials, you get a bundled service of high speed Internet, TV and digital phone. You get all the three services in one go at an economical price when you choose a bundle. So there is no stopping your business.

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Felicia Corrine, is a freelance writer and active blogger, and loves sharing her views and experiences with world. She likes to source out some great services like the one offered by a [Time Warner Cable Specials](#). She is passionate about writing and takes a keen interest in writing articles for everyone to see.

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