

# Toy or Tool? Flipboard

Can Flipboard help you save time with curated content?

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This new blog features new apps, tech tools, and websites that can help you grow your business. We attempt to separate the hype from the help, as we critique new trends and give you simple how-tos to save you time and other resources. Suggestions on what we should cover next? Please let us know in the comments!

**Flipboard:** [www.flipboard.com](http://www.flipboard.com)

**What is it?** This simple app enables you to select the content you like to read on a regular basis and aggregates it so that you can get personalized and relevant content delivered right to your iPad or iPhone. For those of us who love paper magazines, we can get the experience of page-turning and reading, simply and quickly. You can even comment on social apps directly from your Flipboard.

**What's the value?** You can select the content that applies to your business and your life. You save time because the content comes right to you, rather than having to search. For example, if you love reading small business news, weather, and Twitter feeds, you can customize your "magazine" so that's what you'll see when you fireup your device. You save time flipping through multiple magazines and clicking through multiple sites. Flipboard even recommends other sites you might enjoy. You can combine business and pleasure reading.

**What's the downside?** It's one more app that you're downloading and checking. Because your options are unlimited, you might have trouble deciding what content you want in your Flipboard. If you're skittish about sharing too much information with Facebook, you might not like the fact that your choices of reading material will be shared with them.

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