

# NAVIGATING THE BUSINESS MAZE

*Mike Harvey*



Produced by:  
*Brian Wiser & Bill Martens*



Apple PugetSound Program Library Exchange

# ***Navigating the Business Maze***

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Produced in coordination with Mike Harvey.

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The "Rainbow Maze" art on the cover and 45 other works featured inside, including: Arboreal Exodus, Cube Fusion, Energy Core I-II-III, Glowing Pyramid, Light at the End of the Tunnel, Lonesome Tree, Pi Infinite Corridor Landscape, Sharks and Tunnel During Day, and The Way Up, were created by and copyright © by Mike Harvey.

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## **PRODUCTION**

Brian Wiser → Design, Layout, Editing, Proofreading, Project Lead

Bill Martens → Text extraction from scans, Proofreading, Timeline text

Mike Harvey → Scanning, "Models for Management" Introduction, Art

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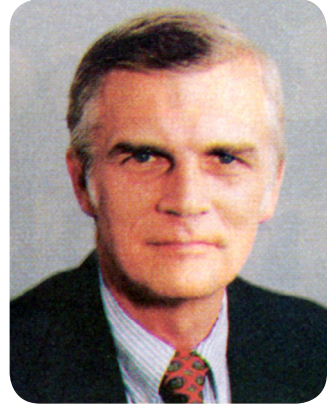
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# About Mike Harvey

Mike Harvey, the founder and publisher of the long-lived *Nibble* magazine, had a career spanning major companies in the computing and financial realms. His professional life began with IBM in 1960 while working for an MBA at the University of Chicago. Little did he realize that computers and management philosophies would become a passion that carried through his career for the next 55 years.



In the years that followed, he worked for Burroughs, Xerox, and served as president in several companies. Mike studied management philosophy, systems, and methods voraciously and developed many principles that were to become extremely valuable.

Mike spent five years in sales with IBM and had the top sales record in the company his second year. He was recruited to head up marketing and planning for a new diversification division of Xerox. During Mike's six years with Xerox, he had planning and product management responsibility for laser printing, facsimile, word processing and micrographics. He recalled seeing the first mouse-based graphics at Xerox PARC in 1972 – nearly 12 years before Apple introduced the Macintosh. He recognized that software, not hardware, was the way of the future and wrote a number of white papers trying to persuade Xerox to build that business. Mike went on to become president of University Computing Company, a \$35 million Dallas-based software company. In 1978, he became president of Inforex, a \$70 million Boston-based data entry company.

In February 1980, Mike published the first issue of *Nibble* while simultaneously accepting a job as president of Verbex, a voice recognition subsidiary of Exxon Enterprises. In the late 1980s he added a magazine for the PC and another for the Macintosh, and *Nibble* grew to a circulation in excess of 100,000 readers. The company was operated using a comprehensive order processing and subscriber

fulfillment system, running on a network of 20 Apple II computers, that Mike personally developed along the way. *Nibble* magazine eventually grew to a \$4.5 million business publishing Apple magazines, disks, and books with more than 30 people in the company.

After 13 years of publication in 1992, Mike painfully concluded he could no longer compete in the markets that had become dominated by mega-publishing companies. Reluctantly, he wound down *Nibble* and transferred his subscriber base to the *Open-Apple / A2-Central* journal for fulfillment. He likened the winding down of *Nibble* to "a death in the family."

Mike decided to reengage the mainframe software business as a consultant. One of his clients was Sterling Software, a very large multi-divisional company in Dallas. Twenty years earlier at University Computing Company, he managed several executives who went on to found Sterling, and among them was Sterling Williams the CEO.

In 1996, Sterling put Mike on retainer as a consultant, and in 1997, Mike played a lead role in Sterling's acquisition of the software division of Texas Instruments. At that point, the company asked him to join Sterling as the group president to manage the combined companies. In the next two years, he accomplished six company acquisitions and grew revenues 40% from \$205 million to \$290 million, while maintaining 40% profit margins. In that brief time, he logged more than a million travel miles traveling around the world for direct hands-on management of his enterprises.

In early 2000, Sterling Software was acquired by Computer Associates and Mike's group played a pivotal role in the acquisition. The acquisition enabled Mike to comfortably retire, but he continued to work part-time as a consultant. He and his wife have traveled the world to more than 30 countries. Additionally, Mike became expert in Internet marketing and computer graphics, and taught a monthly *Photoshop* seminar for retired business executives. He also created unique 3D computer art, featured in this book.

Mike last resided in Huntersville, NC and passed away in late 2019. You can learn more about Mike Harvey and *Nibble* magazine at [nibble-magazine.com](http://nibble-magazine.com) and [callapple.org](http://callapple.org).

# About the Producers

## Brian Wiser

Brian Wiser is a producer of books, films, games, and events, as well as a long-time consultant, enthusiast and historian of Apple, the Apple II and Macintosh. Steve Wozniak and Steve Jobs were early influences, as well as magazines like *A+*, *Creative Computing*, *InCider*, and *Nibble*.

Brian designed, edited, and co-produced over 50 retro computer books including: *Nibble Viewpoints: Business Insights From The Computing Revolution*, *Cyber Jack: The Adventures of Robert Clardy and Synergistic Software*, *Synergistic Software: The Early Games*, *The Apple's Apprentice*, *The Colossal Computer Cartoon Book: Enhanced Edition*, *Graphically Speaking: Enhanced Edition*, *What's Where in the Apple: Enhanced Edition*, and *The WOZPAK: Special Edition* – an important Apple II historical book with Steve Wozniak's restored original, technical handwritten notes. Brian is also the author of *The Etch-a-Sketch and Other Fun Programs*.

He passionately preserves and archives all facets of Apple's history, and noteworthy companies such as Beagle Bros and Applied Engineering, featured on AppleArchives.com. His writing, interviews and books are featured on the technology news site callapple.org and in *Call-A.P.P.L.E.* magazine that he co-produces as an A.P.P.L.E. user group board member. Brian also co-produced the retro iOS game *Structris*.

In 2004, Brian was cast as an extra in Joss Whedon's movie *Serenity*, leading him to being a producer / director for the documentary film *Done The Impossible: The Fans' Tale of Firefly & Serenity*, interviewing fans and cast, as well as recruiting Adam Baldwin to host it and Jewel Staite to voice-over the special features. He brought Ron Glass, Michael Fairman and other *Firefly* cast aboard his Browncoat Cruise convention and recruited several of the *Firefly* cast to appear in a film for charity.

For 25 years, he helped the monks of the Holy Trinity Abbey with their computers and became close friends with them. Brian wrote about that journey of friendship and discovery in a new, nontraditional book. Throughout these experiences, he also develops close personal relationships with actors, authors, and computer industry luminaries. Brian speaks about his adventures at conventions around the country.

## Bill Martens

Bill Martens is a systems engineer specializing in office infrastructures and has been programming since 1976. The DEC PDP 11/40 with ASR-33 Teletypes and CRT's were his first computing platforms along with the Apple II computer.

Bill worked for Apple Pugetsound Program Library Exchange (A.P.P.L.E.) under Val Golding and Dick Hubert as a data manager and programmer in the 1980s, and is the current president of the A.P.P.L.E. user group established in 1978. He reorganized A.P.P.L.E. and restarted *Call-A.P.P.L.E.* magazine in 2002, and is the production editor for the A.P.P.L.E. website [callapple.org](http://callapple.org). Influences in Bill's computing life came from *Byte*, *Creative Computing*, and *Call-A.P.P.L.E.* magazines as well as his mentors Samuel Perkins, Don Williams, Joff Morgan, and Mike Christensen.

Bill is a co-author of the *Email III* system along with Michael Sly, which in 1982 implemented the first known instance of Instant Messaging and Group Conferencing in a Bulletin Board System (BBS) at Brablec High School in Roseville, Michigan (presumably before other IM systems). He is a co-producer of several dozen retro computing books including *What's Where in the Apple: Enhanced Edition*, *The WOZPAK: Special Edition*, *Nibble Viewpoints: Business Insights From The Computing Revolution*, and co-programmer for the iOS retro game *Structris*. He also created the *ApPilot/WI* Pilot programming environment for the Apple II, TRS-80, TI99/4A, and IBM 360.

Bill has written many technical and commentary articles which have appeared in user group newsletters and magazines such as *Call-A.P.P.L.E.* In the 1990s, he created *The Library 2.0*, a self-generating website database system which was used in creating an early version of the A.P.P.L.E. website's software library sections. He also created the generator for producing his numerous game emulation websites such as [virtualapple.org](http://virtualapple.org), [virtualatari.org](http://virtualatari.org), and [gamezyte.com](http://gamezyte.com). Bill is also the founder and co-creator of many other websites including [mecc.co](http://mecc.co) and [applearchives.com](http://applearchives.com). He likes writing science fiction novels in his spare time, and is a retired Japan X-League (X1) football player.

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# Foreword

*by Brian Wiser*

Welcome to *Navigating the Business Maze* – an enhanced compilation of 48 business advice editorials by Mike Harvey that appeared in *Nibble* and his other magazines from 1980 to 1992. Mike is a kind and brilliant man who made a major impact on personal computing through his *Nibble* magazine and other accomplishments.

It's interesting how the unexpected can happen. Sometimes in life the choices one makes lead to a path that unexpectedly becomes a journey. Like many, I have fond memories of learning to program on my first computer by typing in programs that appeared in David Ahl's *BASIC Computer Games* and Mike Harvey's *Nibble* magazine. At the time, with the newness of computers and the magic of programming, it seemed like anything was possible – and it was.

Not only did Mike empower his readers by making computers more approachable, but he enabled them to harness the power of computers through programs and programming tutorials. Publications like *Nibble* included a variety of programs that could be typed into a computer, hopefully without mistakes. Therein, I discovered something that had not been there before – both the allure of the new program and the discovery that "I" too could learn to write software. *Nibble* magazine was incredibly inspiring for seeing the possibilities of what one could create on a computer – an expression of an idea that persists, and that can be improved and shared with others.

Beyond the empowering feeling of creating programs, were the lessons from Mike's writings in *Nibble*. His monthly "Viewpoint" editorial shared not only insights into the computers and culture people were immersed in, but also his keen lessons, experiences and advice for improving one's life, personal development, business relationships, and running a business. Mike's long-running *Nibble* magazine and *Viewpoint* editorial made a tangible impact on many lives.

Fast forward to 2008 when I found Mike Harvey's *Nibble* website. I contacted Mike and helped with his *Nibble* PDF project by enhancing all of his PDFs that encompassed 13 years of *Nibble*.

After reviewing the magazines, I was reminded how interesting and educational his editorials were. Inspiration struck in early 2009, so I compiled all of the *Viewpoint* articles into single PDF and encouraged Mike to sell them as a standalone reference. He did. While each of these elements took time, it was worth it to me – I wanted to give something back to Mike who had done so many wonderful things for the world.

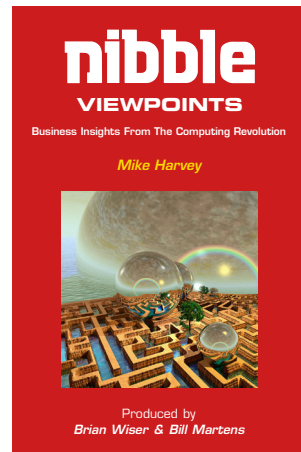
Now we've reached 2016, and Bill Martens and I have published Apple books like *The WOZPAK: Special Edition*. Mike has been announced as a guest speaker at a computer conference and I realized – we should make a nicely organized physical book of his *Viewpoints*. Knowing that his business advice and guidance would benefit many around the world, we were inspired to make this book a reality. I contacted Mike, who was extremely enthusiastic about the idea.

And so, *Nibble Viewpoints: Business Insights From The Computing Revolution* was born. That separate companion book, now in a 2nd edition, has the same business advice as this book, and has a similar cover.

It also has over 60 editorials encompassing Apple and *Nibble* historical news, predictions, and analyses at the dawn of the computing revolution. Other additions include over 80 magazine covers, 23 cartoons, and stories of our friendship and production details. It is for those who fondly remember the days of *Nibble* magazine and early Apple II and Macintosh computers.

*Navigating the Business Maze*, first published in 2025, focuses purely on Mike's business advice. The title came from Mike when I first met him in 2016, inspired by his "Rainbow Maze" art featured on the book's cover.

While we both had the same idea of releasing this second book, life unfortunately kept me busy and distracted until now. It is designed to cater to those who are interested in developing and improving a business, guided by Mike's advice.



1st Edition, 2016

This edition also includes 46 pieces of Mike's art, my interview with Mike, and his 2016 presentation at a computer conference.

Editorials are grouped by primary subject: Starting, Marketing, Service, Development, and Growth. Organizing editorials that often covered multiple subjects, and appeared over 13 years across multiple publications was sometimes challenging, but I feel the best balance has been found to make the book useful and informative.

Furthermore, this book has been made as complete as possible by including *Viewpoint* editorials from *Nibble* (1980-1992), *Nibble Mac* and *Macintosh Hands On* (1985-1990), and *PC Hands On* (1989-1990) magazines. In many cases, business editorials originally published in *Nibble* were updated and revised in one or more of his magazines – often adding and clarifying concepts, and often removing viable content. In these cases, I created a carefully-merged hybrid version using the best parts from all sources, rather than repeating similar editorials.

Occasionally, words were modernized for clarity, and organization and formatting was improved throughout. All changes and enhancements were done with Mike's approval and support.

Throughout this project, Mike was overwhelmingly enthusiastic – sharing our passion for the material and making it available to new audiences. He spent a lot of time providing new scans of his articles so our initial text extraction would be more successful, prior to many revisions for proofreading, editing, enhancements, and organization. Mike also wrote the "Models for Management" introduction.

Beyond the importance of the content and organization was the cover – the way the world would see the book. Knowing that Mike was also a digital artist, using his art was the clear and logical choice. After looking at the art on his website, I chose "Rainbow Maze" as the clear winner, seeing the maze as navigating the mysteries of business and ultimately life itself. Initially, Mike wasn't sure of the choice, but he quickly came around, and his art is featured on the cover I designed.

With the cover's primary color, I wanted something bold and thought of red, as red is often associated with Apple, but not just any red would do. After looking at lots of *Nibble* covers, I sampled a darker red from one issue that became the background color. When Mike told me

how sensitive he was to color and red, and that he really liked the red I chose, I told him, "Well, that red came from one of your magazines, so you actually picked the color!" ☺

I often asked for Mike's guidance and shared my own insights, so that our combined vision of the book would culminate into the best possible expression. Mike was absolutely fantastic to work with and very responsive to every need and question I posed – the consummate professional.

All in all, I received well over 150 emails from Mike during the four months that we collaborated together. Reading through our many emails and remembering our interactions, it strikes me how Mike was *always* kind, courteous, thoughtful, trusting, and smart – extremely smart. Mike was frequently complimenting me about something, which was a great and sincere way of encouraging me.

It's clearly evident from many emails I've received at the crack of dawn, that Mike continues to start his day early, working quickly and with precision – just like the days when he was running *Nibble* magazine. This dedication of his was at the heart of *Nibble's* success over the years. That passion and perseverance are admirable traits, and I believe, common to anyone who is successful with their endeavors.

In every sense of the word, Mike Harvey cared about people and making a difference in their lives. He spent his life pursuing that dream through all of his magazines and businesses. He certainly made a difference in my life and I will be forever grateful for the time we shared working together.

Fortunately, we can relive those early days and gain insights into understanding and developing both businesses and ourselves, thanks to Mike's guidance and expertise. Thank you Mike! You've made countless contributions to the world that have inspired and influenced many – with many more to come.

*Brian Wiser*

*May 1, 2016 – revised January 16, 2025*

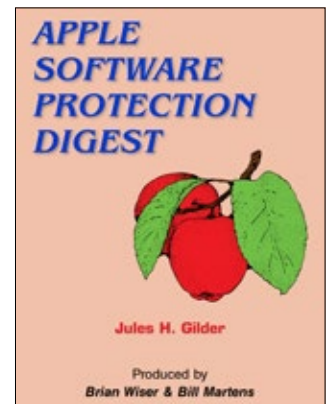
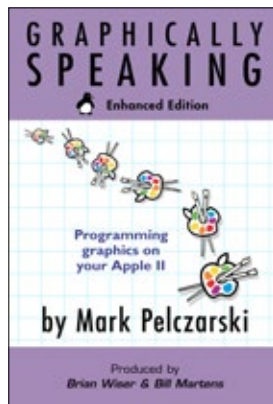
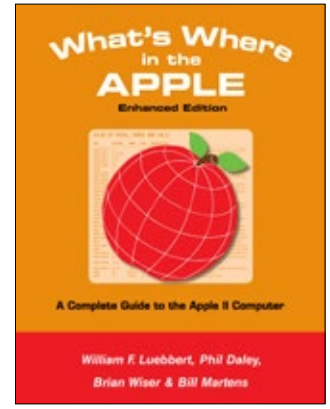
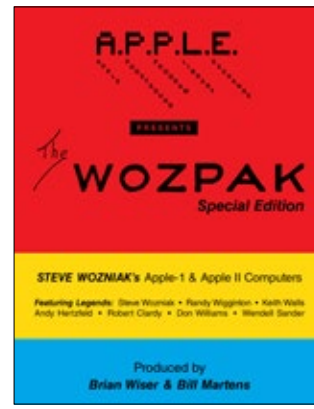
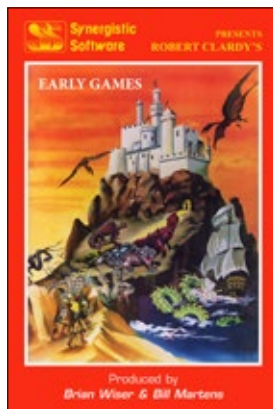
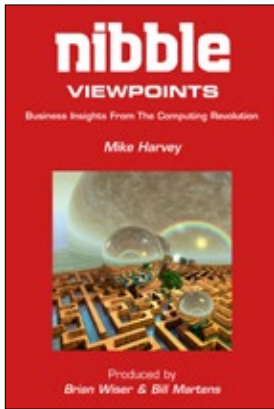
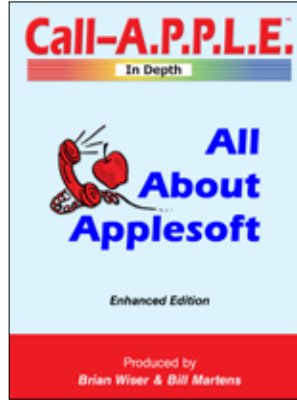
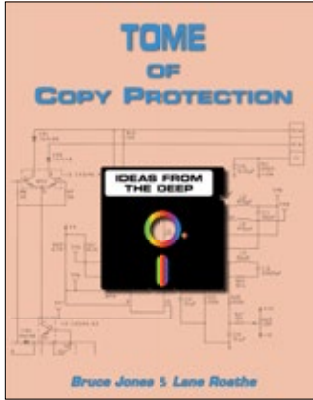


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## Membership in A.P.P.L.E.



Apple PugetSound Program Library Exchange (A.P.P.L.E.) was one of the first official Apple User Groups in the United States. Founded in February 1978 by Val J. Golding, A.P.P.L.E. grew to almost 50,000 members by 1985. Since many of our members have been Apple users since the first computers were produced, we have one of the most knowledgeable groups in the world that has contributed content to our magazines and website.

The base level membership is only \$27.95 per year and is always due on the month you pay. Higher levels of membership are considered donation levels – the service provided is the same, but you get the satisfaction of knowing that your membership is helping to bring more software and other resources online. To join, please visit [www.callapple.org](http://www.callapple.org) and click the “**Subscribe**” button on the right side of the page. If you’re already a member – *thank you* – please click the “**Login**” button and enjoy the extra menu contents.

A.P.P.L.E. supports users of all Apple computers and devices, both vintage systems like the Apple II and Macintosh and modern platforms like iOS. Through the “Users Helping Users” concept, our group provides a great resource for information, hardware, software, and documentation for Apple products.

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- Apple User Group Discounts – Receive discounts on purchases of software, hardware, magazines, and other Apple-related items with the exclusive official Users Group discounts provided by many manufacturers.
- A.P.P.L.E. Software Library – A user-generated software library available to members at little or no cost. We also make new software available to our members for beta testing and review when available.
- Occasional raffles for software licenses available only to our members.
- Access to several legacy A.P.P.L.E.-produced Books and Floppy anthologies.
- Apple Inc. News – Available only to official Apple User Groups and provided directly from Apple Computer Inc on a periodic basis.
- And many more items coming to the A.P.P.L.E. website as we receive them.

