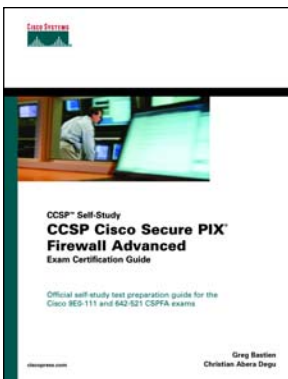


The *Cisco Press Messenger* relays recent news and reviews, product announcements, and appearances of Cisco Press titles and authors. Media coverage helps to maintain and grow interest of Cisco Press products and drive awareness and demand across all channels.

## Coverage and Commentary

Read the latest news and reviews of Cisco Press titles  
**Information Security Bulletin April 2, 2003**

Appearing as new title announcements on the security news site were several Cisco Press titles, including *CCSP™ Cisco® Secure PIX® Firewall Advanced Exam Certification Guide* (CCSP Self-Study), *CCSP Cisco Secure VPN Exam Certification Guide* (CCSP Self-Study), *CCIE® Security Exam Certification Guide* (CCIE Self-Study), *CCNP Practical Studies: Troubleshooting* (CCNP Self-Study), *OSPF Network Design Solutions*, Second Edition, and *End-to-End DSL Architectures*.



**About.com Certification April 16, 2003**

*33.2 million visitors per month*

Excerpt postings provide end users with a sneak peak at new Cisco Press titles and help with purchasing decisions. In an agreement with the powerful online site, About.com will post three excerpts per month from Cisco Press titles. Those featured in April included *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide* (CCSP Self-Study), *CCSP Cisco Secure VPN Exam Certification Guide* (CCSP Self-Study), and *CCIE Security Exam Certification Guide* (CCIE Self-Study).



<http://certification.about.com/cs/cisco/a/ciscopressexpt.htm>



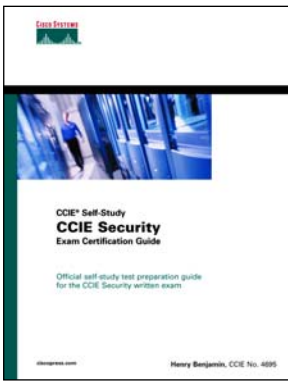
**Computer World March 10, 2003**

*200,000 print issue and 650,000 unique visitors per month*

Great recommendations coming from one of the largest IT Trade publications today; *Computer World Magazine* reviewed *Network Security Principles and Practices* and had this to say about the title:

*"The book covers only Cisco products, but much of the guidance is applicable to other companies' wares. It's a must-read if you're considering taking security-related Cisco Certified Internetworking exams. I would also recommend it to anyone involved in the technical details of protecting large networks."*

<http://www.computerworld.com/securitytopics/security/story/0,10801,79105,00.html>



## SearchSecurity.com April 2003

A new joint venture in April was established with the online security site to post excerpts of Cisco Press security titles. Those featured on the site and in e-newsletters during the month of April were *CCSP Cisco Secure VPN Exam Certification Guide* (CCSP Self-Study), *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide* (CCSP Self-Study), and *CCIE Security Exam Certification Guide* (CCIE Self-Study).

<http://searchsecurity.techtarget.com/search/1,293876,sid14,00.html?filter=on&query=Cisco%20Press&ctype=WP&within=text>

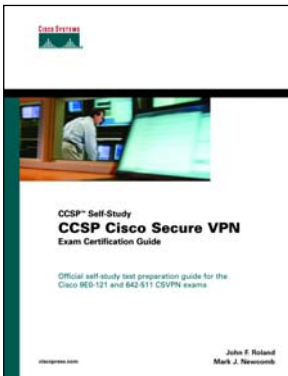


## Publishers Weekly February 24, 2003

Print circulation: 33,000

*Deploying License-Free Wireless Wide-Area Networks*, *OSPF Network Design Solutions*, and *Cisco Self-Study: Building Cisco Metro Optical Networks (METRO)* were included in the print publication of *Publishers Weekly* magazine.

<http://publishersweekly.reviewsnews.com/index.asp?layout=article&articleId=CA278398&display=searchResults>



In April, Cisco Press announced a suite of CCSP Security self-study products that were the first authorized resources to market and the only self-study books approved and recommended by Cisco Systems®. Several online media venues picked up the exciting CCSP product suite press release, including Bloomberg.com, CNET.com, and CBS marketwatch.

**Bloomberg.com**



## Certmag April 10, 2003

Print circulation: 42,000

Picking up the CCSP press release, the online site posting included Cisco Press titles *CCSP Cisco Secure VPN Exam Certification Guide* (CCSP Self-Study), and *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide* (CCSP Self-Study).

<http://www.certmag.com/common/newscenter/newsdisplay.cfm?id=1911>

## Help Net Security www.net-security.org April 9, 2003

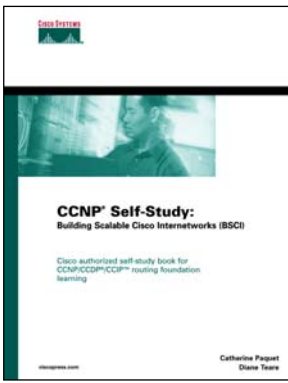
450,000 page impressions per month

The security site featured the news announcement on its home page as well as in its news section. Mentioned in the posting were Cisco Press titles *CCSP Cisco Secure VPN Exam Certification Guide* (CCSP Self-Study), and *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide* (CCSP Self-Study).

<http://www.net-security.org/press.php?id=1337>

The site also posted the announcement in its e-newsletter issue #157.

<http://www.net-security.org/dl/newsletter/pdf/issue157.pdf>



## Hi Tech Reviews March 2003

20,000 hits per month

*CCNP Self-Study: Building Scalable Cisco Internetworks (BSCI)*, *IP Addressing Fundamentals*, and *Network Sales and Services Handbook* were introduced to new readers in March as new title announcements. Each title was covered in a detailed paragraph description.

## SciTech Book News December 2002

Print circulation: 17,000

Included as a new title announcement, *Telecommunications Technologies Reference* received exciting mention in the technology and science print publication.

In the March 18, 2003 issue, several Cisco Press titles received top billing including *CCNA® Practical Studies*, *CCNP Practical Studies: Routing*, *Cisco CCNA Exam #640-607 Certification Guide*, *Cisco Networking Academy Program: Fundamentals of Unix Lab Companion*, *Cisco OSPF Command and Configuration Handbook*, *Cisco Secure PIX Firewalls*, and *Traffic Engineering with MPLS*.

## MPLSRC.com April 14, 2003

As the online site for everything MPLS, the resource community posted chapter excerpts of Cisco Press titles that were of interest to its readers. In April, chapters from the following titles appeared on the site for download: *Cisco Multiservice Switching Networks*, *Traffic Engineering with MPLS*, and *IP Quality of Service*.

<http://www.mplsrm.com/books.shtml>



## ISP-Planet December 27, 2002

More than 1 million page views per month

In an online review and announcement of *Storage Area Network Fundamentals* the review stated,

*"If your job will involve working on a Storage Area Network on a daily basis, you should definitely look at this book."*

[http://www.isp-planet.com/equipment/snotes/2002/sbasics\\_021227.html](http://www.isp-planet.com/equipment/snotes/2002/sbasics_021227.html)

## Help Net Security [www.net-security.org](http://www.net-security.org)

450,000 page impressions per month

The online security site featured several Cisco Press titles and authors over past months. Check out some of the exciting coverage Cisco Press products received!

In a March 3 book review on *Managing Cisco Network Security* the security site had this review to share with the readers.

*"In the same fashion as all Cisco Press titles, we are presented with numerous tables, figures and examples that greatly facilitate the comprehension of the presented topics. Also, at the end of each chapter you find review questions, which you can use to test your understanding of the material. This book is an excellent guide into the world of Cisco Network Security. Whether you're preparing for a Cisco exam or just want to sharpen your security skills, you'll find this book to be pure gold."*

<http://www.net-security.org/review.php?id=36>

The review was also included in the Help Net Security newsletter #152 reaching 5,200 subscribers.

<http://www.net-security.org/dl/newsletter/pdf/issue152.pdf>



An online book giveaway announcement appearing in March included Cisco Press titles *Cisco Secure Virtual Private Networks* and *Cisco Secure Intrusion Detection System*.

<http://www.net-security.org/news.php?id=2104>

The giveaway announcement was also mentioned in Help Net Security newsletter #151

<http://www.net-security.org/dl/newsletter/pdf/issue151.pdf>

Saadat Malik's latest title *Network Security Principles and Practices* was reviewed in March on the security site.

*"After previously reading specific titles such as Cisco Secure Intrusion Detection System and Cisco Secure Virtual Private Networks, I find that the purpose of this book is to provide an overview on the whole Cisco security world. If you are working with Cisco products, this book and all the Cisco Press security titles will be of a great use for expanding your knowledge or just introducing yourself to the power of Cisco's security infrastructure."*

<http://www.net-security.org/review.php?id=42>

An online book giveaway announcement appearing in February included Cisco Press titles *Cisco Secure PIX Firewalls* and *Web Security Field Guide*.

<http://www.net-security.org/news.php?id=2022>

A review in April on *Cisco Networking Academy Program: Fundamentals of UNIX Companion Guide* had great things to say about the title.

*"As the book is oriented to complement the Cisco Networking Academy® Program Fundamentals of UNIX course, it will come quite handy for the students enrolled in that course. The information presented in the book can be useful to anyone interested in UNIX operating systems, especially Solaris. I should note that the book is suitable for the novice and novice/intermediate users. The authors did a good job on the content structure and made a useful UNIX basics guide."*

<http://www.net-security.org/review.php?id=52>



## SearchNetworking.com Electronic newsletter

200,000 members/100,000 subscribers

The following Cisco Press titles were included in e-newsletters announcing excerpt postings on the SearchNetworking.com site from February-April:

- *Network Security Principles and Practices*
- *Cisco Field Manual: Catalyst® Switch Configuration*
- *Troubleshooting Remote Access Networks*
- *Troubleshooting Cisco IP Telephony*
- *Traffic Engineering with MPLS*
- *Cisco OSPF Command and Configuration Handbook*
- *DWDM Network Designs and Engineering Solutions*
- *CCNP Practical Studies: Troubleshooting (CCNP Self-Study)*
- *CCSP Cisco Secure VPN Exam Certification Guide (CCSP Self-Study)*
- *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide (CCSP Self-Study)*



## Community Outreach

Cisco Press Marketing has an active User Group Program on located at <http://www.ciscopress.com/usergroup>, the program allows groups to register and take advantage of great benefits and discounts. Below is a sample of feedback received from group leaders.

### Omaha Cisco User Group February 26, 2003

200 members

*"It's great to see that Cisco Press has started the User Group Program. I registered the Omaha Cisco User Group at the site. I would be happy to place a link (on my ciscousers.org site) for Cisco Press...thanks again for all of your help."—Edward Moss*

### NT Engineering Association February 26, 2003

800 members

*"Thanks for the email [regarding the user group program]. I have forwarded it on to our board. We really appreciate the books and the support over the years."—Jose Medeiros*

### Rocky Mountain Cisco User Group February 26, 2003

1200 members

*"[Cisco User Group Program] is an awesome program that would benefit our group tremendously as well as Cisco Press. Thank you!"—Brain Baisch*

### Rocky Mountain Cisco Users Group March 9, 2003

1200 members

*"I am very excited with your new program, and will be presenting it at our monthly meeting as well as emailing the notice from Cisco Press to all our members. I just signed up as a preferred customer with Cisco Press to see the site...very nice! Cisco Systems has always supported us to the Nth degree, and Cisco Press just makes it even better!"—George Nettles*

### Four New User Groups Registered April 2003

New Cisco User Groups registered this month include: East Bay Cisco User Group (Livermore, CA), Modesto Cisco User Group (Turlock, CA), MEMCUG (Cordova, TN) and the NT Engineering Association (San Jose, CA). The total members of new groups registered in April is 997.

### Kabul University Title Donation April 2003

Cisco Press donated a number of titles to help students at Kabul University in Afghanistan get the resources they need. The University gave some of the titles to recent graduates and the majority to the new students joining the program. The article is posted on Cisco System's internal site, as well as on [ciscopress.com](http://ciscopress.com) in the Press Room section under Press Releases.

[www.ciscopress.com/pressroom](http://www.ciscopress.com/pressroom)



## Attention Cisco Press Authors

Interviews are a great way to get your name out into the community. Other ways to help promote your title include writing technology articles, tips and more for ciscopress.com. Interested authors can contact jamie.adams@ciscopress.com.

## Author Corner

Read an online article by **Steve Kalman**, author of *Web Security Field Guide*, posted in the May issue of Read Only “the Pipeline” on barnesandnoble.com. The article entitled “Security Certification: Which one is right for you” outlines more than two dozen different security certifications and explains the goals and prerequisites of each.

[http://www.barnesandnoble.com/newsletters/newsletters\\_cds2.asp?PID=992](http://www.barnesandnoble.com/newsletters/newsletters_cds2.asp?PID=992)

To learn more about the author, read an interview on Help Net Security posted in March at <http://www.net-security.org/article.php?id=410>. When asked how long it took to write *Web Security Field Guide*, Steve replied, “I spent about 100 days, spread over twelve months. It was a smooth process, in large part due to the high-caliber people working at Cisco Press.”



## Additional interviews at Help Net Security posted in April

**Andrew Mason**, author of *Cisco Secure Virtual Private Networks* and the upcoming titles *CCIE Practical Studies: Security* (CCIE Self-Study) and the second edition of *Cisco Secure Virtual Private Networks*, shares some of his ideas and thoughts with security readers on Help Net Security. The interview touches on things like what an administrator can do to keep a secure network and how Mason gained interest in computer security.

<http://www.net-security.org/article.php?id=467>

Similarly featured in an author interview on the security site was **Earl Carter**, author of *Cisco Secure Intrusion Detection System*.

<http://www.net-security.org/article.php?id=447>

The announcement was also featured in the security e-newsletter #157

<http://www.net-security.org/dl/newsletter/pdf/issue157.pdf>



## Events

*Upcoming 2003 events*

Networkers East

June 23–27, 2003  
Orlando, FL

Networkers West

July 7–11, 2003  
Los Angeles, CA