CertifyExpress.com July 2002—In an online title announcement, CertifyExpress.com introduced E-Support to their online certification community. This Web site receives more than 2 million page views with more than 29,000 registered members. To see the recent posting visit http://www.certifyexpress.com/forum/showthread.php?s=&threadid=10333.

IT Certification eNewsletter July 2002—Following the online announcement, E-Support was also included in the IT Certification eNewsletter. The new title announcement pointed readers to CertifyExpress.com for further reading.

About.com July 1st, 2002—Cisco® CCNA® Exam #640-607 Certification Guide shined in the spotlight:

“The breadth, depth, and organization of the book’s subject matter is first-rate...At 1000 pages, the book may appear intimidating at first. Readers will be rewarded, however, with a strong foundation of essential networking knowledge.”

For the complete review see http://compnetworking.about.com/library/reviews/aapr-ccna_examguide.htm.

Certification Magazine July 2002—More than 42,000 certification professionals saw a glimpse of Cisco Press titles CCIE® Routing and Switching Exam Certification Guide and Interdomain Multicast Solutions Guide as they flipped through the bookshelf section of the July issue. Cover images and product details accompanied the announcement paragraphs.

IQ Magazine July/August 2002—A feature story on Storage Networking in the print version of IQ Magazine cited the Cisco Press title Storage Area Network Fundamentals as a “Next Step” for readers to take for further information.

“Storage Area Network Fundamentals...provides information on the various technologies associated with storage-area networks, including their benefits, capabilities, limitations, costs, and future trends. To purchase, visit ciscopress.com.”

Each issue of IQ Magazine is read by more than 66,000 IT Professionals.

Network World eNewsletter July 8th, 2002—Covering the CCNP® news release distributed by Cisco Press, the Network World eNewsletter featured summer CCNP study in its July 8th issue.

“Last month, Cisco updated its 600 series exams. You’ll now find simulation-based questions for the Building Scalable Cisco Internetworks, routing and remote access exams. Cisco Press offers official CCNP 600 series self-study resources...New to the lineup is the Practical Studies series, which gives users a resource for gaining practical hands-on experience. CCNP Practical Studies: Routing is the first of four books...Three more Practical Studies books that target specific exams are due within the next year.”

57% of the Network World eNewsletter audience are network managers.
Swynk.com July 11th, 2002—In a mid-July review, the administrator’s site Swynk.com analyzed Troubleshooting IP Routing Protocols and Storage Area Network Fundamentals.

“[Troubleshooting IP Routing Protocols] is part of the CCIE Professional Development series from Cisco Press. This excellent book provides comprehensive coverage and hands-on exercises on how to troubleshoot routing problems on IP internetworks. Coverage includes RIP, IGRP, EIGRP, OSPF, IS-IS, IGMP, PIM, and BGP-4.”

http://www.swynk.com/books/TroubleIPRoute.asp

“[Storage Area Network Fundamentals] is a concise but accurate introduction to storage area network (SAN) technologies. The fundamental concepts of the subject are clearly explained, and an overview is presented of how to plan, implement, and manage different kinds of SANs.”

http://www.swynk.com/books/StorageAreaFund.asp

Visual Basic Developer eXTRA eNewsletter July 10th, 2002—

“If you want to understand routing better, [CCNP Practical Studies: Routing by Henry Benjamin] takes the kind of ‘hands on,’ learn-by-doing approach I like. Obviously, it’s focused on helping people obtain Cisco certification, but each chapter has five exercises/scenarios and the book also includes an appendix that shows you how to set up your own multiprotocol lab.”

The VBD eXTRA eNewsletter offers insights and solutions on a range of visual development and general technology topics.

EnterpriseStorageForum.com May 14th, 2002—
In an exciting review of Storage Area Network Fundamentals, the enterprise storage site declares

“Cisco Press books have always been about a no-nonsense ‘just the facts’ approach and Storage Area Network Fundamentals is no exception. In simple terms, it is what you would expect a Storage Area Network Fundamentals book from Cisco to be—high quality, easy to read, up to date and laden with facts.”

To learn more, read the full review at http://www.enterprisestorageforum.com/sans/features/article/0,,10556_1122051,00.html.

About.com July 7th, 2002—Cisco ISP Essentials is reviewed on this networking site.

“Network engineers and others involved with Internet Service Provider technology WILL WANT A COPY of Cisco ISP Essentials. It is a compilation of the best practices and wisdom of ISP networking.”

For the full review, visit http://compnetworking.about.com/library/reviews/aapr-cisco_ispessentials.htm.


For publicity clips or information, please contact Jamie Adams at jamie.adams@ciscopress.com.

Conferences/Events
Cisco Press will be represented by our international offices and partners at the following events:

Networkers 2002
Mexico City, Mexico
September 25-27, 2002

Networkers 2002
Copenhagen, Denmark
October 21-24, 2002
Cisco Field Manual: Catalyst® Switch Configuration
Dave Hucaby, CCIE #4594, and Steve McQuerry, CCIE #6108
1-58705-043-9 • $50.00 • September 2002

Cisco Field Manual: Catalyst Switch Configuration is the latest comprehensive field reference for configuring Cisco Catalyst switches. With side-by-side coverage of both the Catalyst OS and the traditional IOS®, the field manual presents concise background, configuration, and examples for the implementation of switching topics such as VLANs, multicast, accelerated server load balancing, access control, switch management, quality of service (QoS), and switching in a voice network.

This is the second Cisco Press title authored by both Dave Hucaby and Steve McQuerry. Their first title, Cisco Field Manual: Router Configuration, was derived from their notes about how to configure a variety of Cisco router features, taken during the course of their preparation for the CCIE exam.

Cisco Internet Architecture Essentials Self-Study Guide: Cisco Internet Solutions Specialist
Matthew Recore, Jeremy Laurenson, CCIE #8849, and Scott Hermann
1-58705-044-7 • $50.00 • September 2002

Cisco Internet Applications and Solutions Self-Study Guide: Cisco Internet Solutions Specialist
Michael Wilkes
1-58705-066-8 • $60.00 • September 2002

Cisco Internet Architecture Essentials Self-Study Guide: Cisco Internet Solutions Specialist is a study of the Cisco Systems-developed strategies for constructing e-business solutions. This book provides an understanding of what is required by an E-Business solution and how to ensure consistent, scalable network specifications for E-Business implementation.

Cisco Internet Applications and Solutions Self-Study Guide: Cisco Internet Solutions Specialist helps readers master the guidelines for the design, development, deployment, and management of Internet applications.

These two titles also serve as self-study guides for those networking professionals pursuing the Cisco Internet Solutions Specialist designation. With coverage of each of the three required exams, these titles serve not only to teach E-Business concepts, but also to prepare for certification success.
Special Promotions & Programs

Top 10 Sellers at Networkers 2002 (units)

Cisco CCNA Exam #640-607 Flash Card Practice Kit
ISBN: 1-57820-048-1

Cisco Secure PIX Firewalls
ISBN: 1-58705-035-8

Cisco CCNA Exam #640-607 Certification Guide
ISBN: 1-58720-055-4

Dictionary of Internetworking Terms and Acronyms

Troubleshooting IP Routing Protocols

Cisco Secure Virtual Private Networks

CCIE Practical Studies

MPLS and VPN Architectures, CCIP Edition
ISBN: 1-58705-081-1

IP Quality of Service

Cisco CCNP Certification Library

Book Sales Climb 61% at Networkers 2002

Cisco Press titles realized strong sales at Networkers 2002—Cisco’s annual user conference held this year in San Diego and Orlando—climbing 61% compared with 2001 levels. Book sales for the two events accounted for nearly half of total sales at the on-site Cisco Company Store, which also sold Cisco Systems logo apparel and general merchandise in addition to Cisco Press books and select titles from sister Pearson PTG imprints. This exceptional sales rate was aided by two pilot marketing initiatives, namely a Recommended Reading program and a special Author Event, and reflects positively on the book-buying patterns of networking professionals.

Networkers is a unique one-stop conference where networking professionals gain the training and information necessary to keep pace with Cisco technologies and solutions. It is Cisco’s most focused and largest educational event, serving Cisco’s most important customers and offering unprecedented opportunities for them to attend education and training sessions, meet one-on-one with prominent Cisco engineers and developers, and attend design clinics to gain insight on their specific networking issues.

Like Cisco Systems, Cisco Press also counts Networkers attendees among its most important customers and, for this reason, has been well-established at Networkers with marketing programs, book displays, promotions, and the like for many years. This year Cisco Press further entrenched itself with new marketing initiatives that impacted book sales. A Recommended Reading program focused on continuing education and highlighted Cisco Press backlist and frontlist titles. Participating speakers promoted appropriate Cisco Press books for their sessions using slides created by Cisco Press. Recommended Reading flyers were distributed throughout the event, and suggested titles were posted on the Networkers Web site. This new program was given high marks by Networkers management and Cisco Press alike, as numerous attendees came to the on-site store seeking a title from the Recommended Reading list. Indeed, 12% of attendees who purchased a title at Networkers San Diego said this new program influenced their decision.

Tuesday night at Networkers 2002 brought attendees together with Cisco Press authors for a special Author Event held inside the World of Solutions, the conference’s technology showcase. Attendees were able to connect with Cisco Press authors, discuss the latest technologies, and ask questions of the experts. As a convenience to attendees and to impact sales, a satellite bookstore was set up at the Author Event, stocking copies of each author’s title. Related book sales were equitable; nearly 10% of bookbuyers stated this event impacted their decision to purchase a book at the show.

This key event’s 61% increase over 2001 unit sales is yet another positive sign that IT professionals are making room on their shelves and opening up their budgets for Cisco Press books and software.
### July-August Trade Advertising

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<tr>
<th>Publication</th>
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<tr>
<td>MCP Magazine</td>
<td>July 2002 Issue</td>
<td>130,000 subscribers</td>
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<tr>
<td>Network World Magazine</td>
<td>July 8, 2002 Issue</td>
<td>August 2002 Issue</td>
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<tr>
<td>Packet Magazine</td>
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### Industry Email Newsletter Sponsorships

**CertCities**  
July—August 2002 • 4 Insertions  
18,000 Certification Candidates

**Network World Magazine**  
July—August 2002 • 8 Insertions  
28,000 IT Professionals

**TCPMag**  
July—August 2002 • 6 Insertions  
24,000 Cisco Professionals

### Web Site Advertising

Cisco Press is the exclusive sponsor of the Cisco Salary Survey at [TCPMag.com](http://TCPMag.com)  
19,000+ Unique visitors per month

Cisco Press banner advertising at [Network World Online](http://nwwnetsmart.com)  
100,000+ IT Professionals

### Extend Your Voice and Exposure

**Author opportunity - lend your advice and expertise!**

By working with Cisco Press, authors can contribute articles and tips of advice to help get additional exposure for their title. Internal and external newsletters, partner sites, media publications and ciscopress.com have all housed such contributions.

Ivan Pepelnjak, co-author of MPLS and VPN Architectures, CCIP™ Edition, recently contributed two articles, one on career certifications, and the other on troubleshooting to the Cisco Press Community newsletter from IT-Minds.com. The articles can soon be seen online at [www.ciscopress.com](http://www.ciscopress.com). For inquiries regarding the many ways you can participate, contact Tracy Hughes at tracy.hughes@ciscopress.com.

Contact Jamie Adams for questions or comments concerning the Cisco Press Messenger.