Cisco Press Connection

Connecting You with the News You Need

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Cisco Press Launches New First-Step Series

This spring Cisco Press debuted its new First-Step series with the publication of **Computer Networking First-Step** and **Network Security First-Step**, the first of six First-Step titles to publish in 2004. The series is written in an approachable manner, uses simple and self-explanatory graphics, and incorporates proven learning elements to ensure comprehension and retention. With this series and its promise of no experience required, Cisco Press brings true introductory-level learning to the networking novice.

Computer Networking First-Step, the primary book in the series written by renowned networking author Wendell Odom, provides an overview of networking that is accessible to anyone, from a networking novice to a businessperson looking to better communicate with IT personnel. The title teaches basic networking terminology, helps users understand how information is routed from place to place, explores Internet connectivity, and explains how to build local-area networks (LANs).

Network Security First-Step, written by popular networking author, Tom Thomas, covers a broadly required technology need in the realm of security. This title explains the basics of network security in an easy-to-grasp language that anyone can understand and covers topics such as security tools and technologies; defending your network with firewalls, routers, and other devices; exploring security for wireless networks; and how to prepare for security incidents.

Look for these First-Step series titles from Cisco Press:

- **Computer Networking First-Step**
  ISBN: 1-58720-101-1 • Wendell Odom • Available now!

- **Network Security First-Step**
  ISBN: 1-58720-099-6 • Tom Thomas • Available now!

- **LAN Switching First-Step**
  ISBN: 1-58720-100-3 • Matthew Castelli • July 2004

- **Wireless Networks First-Step**
  ISBN: 1-58720-111-9 • Jim Geier • August 2004

- **Routing First-Step**
  ISBN: 1-58720-122-4 • William Parkhurst • September 2004

- **TCP/IP First-Step**
  ISBN: 1-58720-108-9 • Mark Sportack • October 2004

Promotional stocking and advertising programs are underway for the titles in the First-Step series, including bonus content and stocking incentives. These programs and both print and on-line advertising have created a buzz in the novice networking community for the first two books of the series.

Cisco Press Advertising

Print Advertising

April
Packet
April 2004—Second Quarter Issue
134,500 Subscribers

iQ
April 2004—Second Quarter Issue
45,200 Subscribers

Online

April
CertCities.com
E-mail Newsletter
41,000 subscribers

InformIT.com
Editorial Newsletter
780,500 subscribers

Promotions Newsletter
743,400 subscribers

TCPmag.com
E-mail Newsletter
34,000 subscribers

May
CertCities.com
E-mail Newsletter
41,000 subscribers

InformIT.com
Promotions Newsletter
743,400 subscribers

June
MCPMag.com
E-mail Newsletter
72,500 subscribers

TCPmag.com
E-mail Newsletter
34,000 subscribers

NetworkComputing.com
1.5 million monthly page views
E-mail Newsletter
50,000 subscribers

InformIT.com
Promotions Newsletter
743,400 subscribers

New Telephony Title Points Readers on the Road to Savings

While the needs of every enterprise are different, some things are universal. Planning, communication, teamwork, and understanding requirements are as important as technical expertise.

With these challenges in mind, Stephanie Carhee created *The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony.* The title takes a look at best practices obtained from Cisco® and their customers' experiences with phased migrations to a converged voice and data network. Recently featured in the Second Quarter 2004 issue of *Packet*, Carhee contributed an article compiling her top 10 tips for project management of an enterprise-wide IP Telephony migration.

According to the author, "Often when an organization considers change that will impact every employee—such as an enterprise-wide IP Telephony implementation—the process tends to focus on hardware, software, and getting the technology up to speed as quickly as possible. However, a company's infra-structure is composed not just of hardware and software, but also of people. The successful conversion to IP Telephony does not rest solely on viability or reliability. It requires a careful combination of the right products, people, processes, tools, services, best practices, and methodologies—all working in concert."

Stephanie Carhee is a senior project manager with the Cisco IP Communications Services Marketing team. With more than 15 years of project management experience, Carhee was an IT project man-ager for voice services in the Strategic Program Management Group and was team lead for the Cisco migration to IP Telephony, the largest deployment of its kind in the industry to date.

The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony

ISBN: 1-58720-088-0 • Stephanie Carhee • June 2004 • $34.95

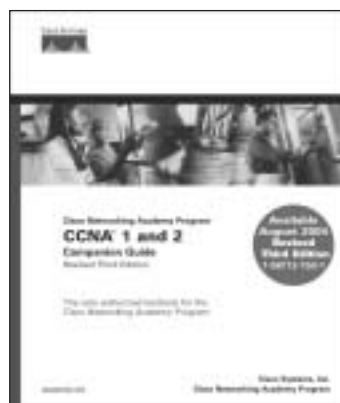*The Road to IP Telephony* is part of the Network Business Series from Cisco Press. Learn more about this title and download files from the book at http://www.ciscopress.com/1587200880.

Stephanie Carhee

CCNA® 1 and 2, Revised Third Editions–Available August 2004

All Cisco Networking Academies are required to move to Version 3 of the CCNA online curriculum by August 2004. Bookstores need to replace the current stock of CCNA 1 and 2 Third Editions with the newly **revised** Third Edition textbook and lab manuals.

Order these titles and be prepared for the back-to-school rush:

- *CCNA 1 and 2 Companion Guide*, Revised Third Edition
  ISBN: 1-58713-1501

- *CCNA 1 and 2 Lab Companion*, Revised Third Edition
  ISBN: 1-58713-149-8

- *CCNA 1 and 2 Engineering Journal and Workbook*
  Revised Third Edition
  ISBN: 1-58713-151-X

Strategies: Networkers 2004 Plans Are Underway

Cisco Press is rolling out plans for participation at Networkers 2004, which will be held July 11-16 in New Orleans. Networkers is the annual Cisco Systems® user conference where thousands of networking professionals convene to gain comprehensive technical training, interact with industry experts, exchange ideas with their peers, and advance their careers. Cisco Press will have a presence at the conference store where our books are sold, the technology showcase called the World of Solutions, and the testing center where Cisco certification exams are administered.

A number of motivating programs and promotions designed to increase customer traffic and overall sales at the conference store are in the works. These include a 20% conference discount on all books, a Cisco Press library enter-to-win program, and a recommended reading program that matches related Cisco Press titles to Networkers education sessions and is endorsed by Networkers speakers. Each of these programs has met with success at previous Networkers.

New for 2004 is a "buy three, get a fourth free" offer that is designed to boost multiple book purchases. Customers who purchase three Cisco Press books will receive a free copy of a technology book published by another Pearson Technology imprint. Attendees shopping at the Cisco Company Store may also pick up a Cisco Press 2004 Folio that includes eight sample chapters from some of our latest and soon-to-publish networking technology titles. Folios, which prove to be strong motivators for Networkers attendees, will be used to drive traffic to the store and influence book purchases.

Networkers bookstore

New Cisco Press releases to be showcased at Networkers include:

- *Computer Networking First-Step* • ISBN: 1-58720-101-1

- *Networking First-Step* • ISBN: 1-58720-099-6

- *Troubleshooting Virtual Private Networks* • ISBN:1-58705-104-4

- *The Road to IP Telephony* • ISBN:1-58720-088-0

- *CCIE Routing and Switching Practice Labs* • ISBN: 1-58705-147-8

Networkers will impact Cisco Press book sales across all channels. Attendees bring home with them a wealth of new thoughts, challenges, and knowledge (plus a recommended reading list) that will spur sales of Cisco Press books.

New ciscopress.com Offers Improved User Experience

Ciscopress.com was redesigned at the end of March 2004. Here are some of the new features you'll find:

- Improved navigation
- More robust search engine
- New Series section
- New Chapters & Articles section
- Dynamic promotions listing
- Customized user experience for site members

Visit the new **ciscopress.com** today.

CISCO SYSTEMS

Authors in Action–
See What Your Favorite Authors Are Up To

Cisco Press authors are promoting their books in various ways by participating in publicity opportunities. Through these actions, authors can connect with the end-user community, build name recognition in the industry, and gain valuable book exposure. Here are some examples of recent activities:

The Second Quarter 2004 issue of *Packet* included articles from two Cisco Press authors. **Stephanie Carhee** (*The Road to IP Telephony)* and **Plamen Nedeltchev** (*Troubleshooting Remote Access Networks)* contributed technology articles to promote their books.

Martha Young and **Michael Jude**, co-authors of *The Case for Virtual Business Processes*, also contributed articles that were picked up by media venues like *Enterprise Networks and Servers* (30,000 subscribers), *TMCnet.com* (1.6 million page views per month) and *Computerworld.com* (more than 700,000 unique visitors per month). Articles will also appear in two upcoming issues of *Business Communications Review* magazine, reaching more than 21,000 corporate end users of networking.

Author **Sean Convery** held a book release party in Los Gatos, California to launch the premier of his new title *Network Security Architectures*. As a result, the author has interviewed with local media, possibly gaining future coverage.

SmallBusiness.itworld.com interviewed *Power Up Your Small-Medium Business* author **Robyn Aber**. The site receives 40,000 unique visitors per month.

Kevin Brown, author of *IP Telephony Unveiled*, contributed a technology article on telephony to the April 2004 issue of *Certification Magazine*, which has more than 52,000 monthly subscribers.

An interview with **Merike Kaeo**, author of *Designing Network Security*, Second Edition, appeared in the March 2004 issue of *Automation World*. The magazine reaches more than 70,000 readers monthly. The interview was the result of a media tour in Chicago.

Tony Antony, author of *First-Mile Access Networks and Enabling Technologies*, participated in the Cisco *Networking Professional Connections* "Ask the Expert" forum in March.

Hats-off to our authors for contributing their valuable time and energy in helping make their books successful—we look forward to more great contributions!

Martha Young

Michael Jude

Merike Kaeo

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