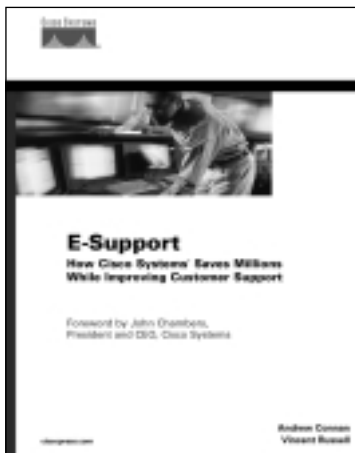




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The Secret of Cisco's E-Support Success: New Cisco Press Title Holds the Key

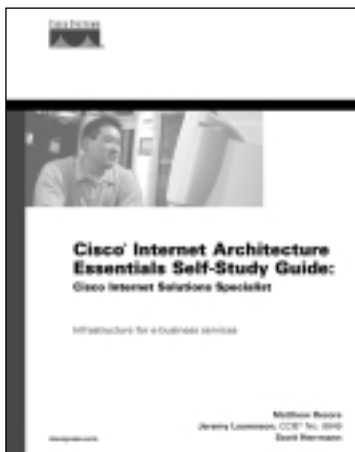
The new August title *E-Support: How Cisco Systems® Saves Millions While Improving Customer Support* offers advice and information on how Cisco's Web support strategy reduced costs and how other companies can strive to do the same.

E-Support is an illustration of how Cisco Systems built an interactive technical assistance Web site that provides product information, troubleshooting suggestions, and other valuable customer support tools. A series of interviews and a foreword from John Chambers reflect on how Cisco® built a system that handles over half a million customers annually,

reduces or eliminates on-hold time, empowers users to find their own solutions, and saves Cisco Systems millions of dollars annually in customer support costs.

Already showing tremendous promise, *E-Support* has been requested for review by such media partners as Network World, Network Magazine, Searchbusiness.com, Optimize, Gocertify.com, Eweek, IQ, Cisco World, CRM, Packet, and more!

E-Support ISBN:1-58720-052-X
by Andrew Connan and Vince Russell



E-Business Books Added to Cisco Press Bookshelf

When you think of Cisco Press you think of networking technology and Cisco certification and rightly so. What you may not know is that Cisco Press also publishes to several other technology areas that apply to CTOs and executives. Aligning with the above referenced *E-Support* title, two more e-business titles, *Cisco Internet Architecture Essentials: Self-Study Guide* and *Cisco Internet Applications and Solutions Self-Study Guide*, have been added to the bookshelf.

These two titles are appropriate for the executive audience as well as those interested in learning more about Internet business solutions. As self-study guides to the Cisco Internet Solutions Specialist Exams, each title focuses on a particular area in developing Internet business solutions.

Cisco Internet Architecture Essentials Self-Study Guide by Matthew Recore, Jeremy Laurenson, and Scott Herrman, takes the knowledge gained

from a study of the Cisco Systems-developed strategies for constructing e-business solutions and provides an understanding of how to ensure consistent and scalable network specifications for e-business implementation.

Michael Wilkes' title *Cisco Internet Applications and Solutions Self-Study Guide* helps readers master the guidelines for the design, development, deployment, and management of Internet applications as they prepare for the Cisco Internet Solutions Specialist-Applications Essentials and Cisco Internet Solutions Specialist-Solutions exams.

Both titles are set to publish in August:

Cisco Internet Architecture Essentials Self-Study Guide ISBN: 1-58705-044-7

Cisco Internet Applications and Solutions Self-Study Guide ISBN: 1-58705-066-8

Back-to-School Time for Networking Academies

Be prepared for the back-to-school rush and stock up on Cisco Networking Academy™ Program titles. Today the largest student population base still resides within the CCNA curriculum with over 110,000 students enrolled in the United States. Be sure to have plenty of the following CCNA textbooks and resources on the shelves:

First-Year Companion Guide,
Second Edition
ISBN: 1-58713-025-4

Lab Companion,
Volume I, Second Edition
ISBN: 1-58713-027-0

Engineering Journal and Workbook,
Volume I,
Second Edition
ISBN: 1-58713-026-2

First- and Second-Year Interactive Guide
ISBN: 1-58713-043-2

Second-Year Companion Guide,
Second Edition
ISBN: 1-58713-029-7

Lab Companion,
Volume II, Second Edition
ISBN: 1-58713-030-0

Engineering Journal and Workbook, Volume II,
Second Edition
ISBN: 1-58713-031-9

New Curriculum Update

The Fundamentals of Unix and Fundamentals of Web Design sponsored curriculum is coming on strong with an anticipated 30,000+ students scheduled for Fall 2003.

New Release Helps Networkers Obtain the Coveted CCIE® Certification

Cisco's CCIE certification, introduced in 1993, is regarded as the most difficult and rewarding of the internetworking industry certification designations. Cisco Press works closely with CCIE program management to create products that build expertise and provide up-to-date, accurate information on technologies addressed in the CCIE exams.

Titles like *Routing TCP/IP*, Volumes I and II, and *Cisco OSPF Command and Configuration Handbook* from the CCIE Professional Development series, teach specific topics that must be mastered to the highest level for CCIE success.

CCIE Practical Studies, Volume I, (ISBN: 1-58720-002-3) helps focus that learning for the CCIE lab exam. This best-selling title provides lab scenarios for use

with networking equipment, networking simulators, or remote-access labs. Lab exercises, models for building home labs, and guidance written in collaboration with Cisco Systems experts are also included.

The newest arrival to the CCIE line is the *CCIE Routing and Switching Exam Certification Guide* (ISBN: 1-58720-053-8), by Anthony Bruno. Already a best-seller, this book provides pre-chapter quizzes as well as additional test questions at the end of each chapter and focuses learning for the written qualifying exam. Also included in the title is a CD-ROM with more than 200 additional questions that emulate the real test environment.

To find out more about the complete library of CCIE titles visit www.ciscopress.com/ccie.

Cisco Press CCIE Titles

CCIE Routing and Switching Exam Certification Guide ISBN: 1-58720-053-8

CCIE Practical Studies, Volume I ISBN: 1-58720-002-3

Routing TCP/IP, Volume II ISBN: 1-57870-089-2

Troubleshooting IP Routing Protocols ISBN: 1-58705-019-6

Cisco OSPF Command and Configuration Handbook ISBN: 1-58705-071-4

Routing Titles: Different Approaches for Different Learning Needs

Routing—the act of moving information across an internetwork from a source to a destination—is an essential building block of internetworking and can be very complex, especially in large internetworks. Networking professionals must master routing basics and constantly keep abreast of new routing technologies to remain successful and maintain their internetworks—just some of the reasons why there is a vast number of routing titles available to networkers.

Cisco Systems is the market leader in routers. Similarly, Cisco Press has market leadership in routing education with numerous routing titles, ranging from introductory to expert level.

Two titles from the Cisco Press line-up are *Cisco Router Field Manual: Router Configuration* and *Cisco Router Configuration*, Second Edition. They seem similar in title, so why would networking professionals ask for both? Their different approaches serve different needs.

Cisco Router Configuration, Second Edition by Allan Leinwand and Bruce Pinsky, teaches essential routing concepts via an example-oriented approach. Concept definition paired with extended

examples show how to implement and administer Cisco internetworking devices with Cisco IOS 12.1T. With added coverage of the basics of Cisco IOS Software configuration for TCP/IP, Novell® IPX, and AppleTalk®, this title is a teaching source that helps networkers conceptualize the whats and hows of configuring routers.



The *Cisco Router Field Manual: Router Configuration* by David Hucaby and Steve McQuerry, is a reference-style resource. Networking professionals use this title not to learn overriding concepts, but rather as a workplace reference. With practical listings of numerous routing commands, this reference helps the IT professional when actually doing their daily work by giving them command lines and the

parameters for their execution.

With different approaches, one as an example-oriented guide to understanding larger implementations, the other as a hands-on field reference networkers learn what they need to know, and have the tools of the trade to be successful in building and maintaining successful networks.

Cisco Router Field Manual: Router Configuration ISBN: 1-58705-024-2

Cisco Router Configuration, Second Edition ISBN: 1-57870-241-0

To learn more about each, visit www.ciscopress.com or see the latest Cisco Press Product Guide!

Tripling His Knowledge and Success

Congratulations to Author Henry Benjamin on his Triple CCIE

Henry Benjamin is author of the Cisco Press title *CCNP® Practical Studies: Routing* and recently earned his *third* CCIE designation. Henry's three CCIEs are Routing and Switching, ISP Dial, and Communications and Services, and he is pursuing his fourth CCIE in security. Currently a Customer Service Engineer for Cisco Systems, Henry has more than 10 years experience in Cisco networks including planning, designing, and implementing large IP networks running IGRP, EIGRP, and OSPF.

Look for Henry's advice and preparation guidance in an interview posted on www.ciscopress.com in the near future!

Books Sales up 61% at Networkers 2002

Cisco Press realized strong book sales at Networkers 2002—Cisco's annual user conferences held domestically this year in San Diego and Orlando—due in part to two pilot marketing programs, the Recommended Reading initiative and a special Author Event. Unit book sales at the on-site Cisco Company Store, which stocked Cisco Press books as well as select titles from sister Pearson PTG imprints, were up 61% from 2001.

The new 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 nights at both Networkers 2002 shows 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 book-buyers 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.

Borders Exclusive Offer—Custom Bundle Including Two Folios with 50+ Chapters

Unique Package Sold Only in Borders Stores

Cisco Press worked with reseller partner Borders to develop a custom ISBN that was available exclusively at Borders stores. This special set included *Cisco CCNA Exam #640-607 Certification Guide*, bundled with a 350-page printed folio and an electronic folio on CD-ROM. The printed folio contained chapters from eight Cisco Press titles, and the CD-ROM included more than fifty chapters giving customers a sample of a broad range of Cisco Press products and impacting cross-sell objectives.

The custom *Cisco CCNA Exam #640-607 Certification Guide* bundle hit Borders' shelves in June and was supported by an in-store product placement and an end-user marketing campaign

that boosted sales 92% during the promotional time period. This promotion seems to have some legs to it as well, as sales remain up 74% three weeks after the promotion.

In addition, four other Cisco Press certification titles were given the star treatment as Cisco Press hosted the entire tech end-cap shelf position across Borders strongest technical bookstores. During June customers enjoyed a 20% discount on *Cisco CCNA Exam #640-607 Flash Card Practice Kit*, *CCNA Practical Studies*, *Interconnecting Cisco Network Devices*, *CCNP Practical Studies: Routing* and the custom *Cisco CCNA Exam #640-607 Certification Guide* at these participating stores.



Titles to Watch

Coming Soon from Cisco Press

August

Cisco Internet Architecture Essentials Self-Study Guide
1-58705-044-7

E-Support: How Cisco Systems Saves Millions While Improving Customer Support
1-58720-052-X

Cisco Internet Applications and Solutions Self-Study Guide
1-58705-066-8

September

Cisco Field Manual: Catalyst® Switch Configuration
1-58705-043-9

October

Telecommunications Technologies Reference
1-58705-036-6

Voice-Enabling the Data Network: H.323, MGCP, SIP, QoS, SLAs, and Security
1-58705-014-5

Cisco Multiservice Switching Networks
1-58705-068-4

Dictionary of Internetworking Terms and Acronyms, Second Edition
1-58720-061-9

Network Security Principles and Practices (CCIE Professional Development)
1-58705-025-0

IP Addressing Fundamentals
1-58705-067-6



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Cisco Press News & Views

Hot Reads

2002 Movers & Shakers

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

Cisco Secure PIX® Firewalls
1-58705-035-8

Cisco CCNA Exam #640-607
Flash Card Practice Kit
1-58720-048-1

Cisco CCNP Certification Library
(4-Book Boxed Set)
1-58720-037-6

Interconnecting Cisco Network
Devices
1-57870-111-2

Routing TCP/IP, Volume II
(CCIE Professional Development)
1-57870-089-2

CCNA Practical Studies
1-58720-046-5

Troubleshooting IP Routing
Protocols (CCIE Professional
Development)
1-58705-019-6

Managing Cisco Network Security
1-57870-103-1

CCNP Practical Studies: Routing
1-58720-054-6

CCIE Practical Studies, Volume I
1-58720-002-3

Cisco CCNA #640-607
Preparation Library
(3-Book Boxed Set)
1-58705-093-5

Cisco Secure Virtual
Private Networks
1-58705-033-1

Coverage and publicity puts Cisco Press books in some of the hottest trade publications on the market this summer. Take a look!

- *Certification Magazine*, read by over 42,000 certification professionals monthly, featured Cisco Press titles in the May, June, and July issues.
- *Packet Magazine* featured two separate articles on Cisco Press in June. *Packet Magazine* has over 97,000 subscribers.
- *Computer World Magazine* featured *Voice over IP Fundamentals* in their May 27th online edition. *Computer World* is circulated to over 200,000 IT professionals.
- *Computoredge*, a weekly publication with over 80,000 subscribers, reviewed *Troubleshooting IP Routing Protocols* in both the print and online issues. The title received a 4/5 rating.
- *IQ Magazine* July/August print issue mentioned *Storage Area Network Fundamentals* on page 65 in a feature piece on Storage Networking. *IQ* has a circulation of 66,000.
- Online reviews of Cisco Press titles were also popping up all over as we saw coverage on [Cramsession.com](#), [SearchNetworking](#), [Certify Express](#) (feature on *E-Support*), and [Swynk.com](#). Additionally, publicity on the updated CCNP exams and Cisco Press products were featured on sites such as [Certmag.com](#), [CertifyExpress.com](#), [Procert.com](#), [IT Certification e-newsletter](#), [PR Web.com](#), and more!

For additional information on past coverage, quotes, or clips, contact jamie.adams@ciscopress.com.

Your Guide to Cisco Press Books

Your source for the latest and greatest networking and certification titles in the market, the Cisco Press Product Guide has the information you need. Packed with details about each current and upcoming title, quotes from outside sources, and information about the various book series, the Cisco Press Product Guide is your reference for what's hot in networking technology and certification this summer. For your copy, request ISBN 1-58705-114-1 from your Pearson PTG representative.



Thanks for reading. Please direct all inquiries regarding the *Cisco Press Connection* to jamie.adams@ciscopress.com.

