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

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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.
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 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.

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:

Lab Companion, Volume I, Second Edition
First- and Second-Year Interactive Guide
Lab Companion, Volume II, Second Edition
Engineering journal and Workbook, Volume I
Second Edition

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.

Cisco Press titles to Watch

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 #400-607 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 Cisco Press router Configuration series, written by Stacy Hickey 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 title helps networkers conceptualize the ways and hows of configuring routers.

Cisco Press titles to Watch

Books Sales up 61% at Networkers 2002
Cisco Press realized strong book sales at Networkers 2002—Cisco’s annual user conference 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 FTG 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 purchased a title at Networkers San Diego this year, a new program which influenced their decision.

Under this new event's arrangement, Borders stores had an inventory of the books that promoted at the event. Booksellers gave customers a sample of a broad range of Cisco Press products and impacting cross-sell objectives. 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.

Back-to-School Time for Networking Academies
Be prepared for the back-to-school rush and stock up on Cisco Networking Academy® Program titles.

To learn more about each, visit www.ciscopress.com or see the latest Cisco Press Product Guide!
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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. The newest arrival to the CCIE line is the CCIE Routing and Switching Exam Certification Guide (ISBN: 1-58720-063-1), 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.

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 CCIs are Routing and Switching, ISP Dial, and Cisco CCIE Professional Development Services, achieved by passing his fourth CCIE in Security. Currently a Customer Network 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!

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Tuesday nights at both Networkers 2002 shows brought together attendees 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 new 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. Retail 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 books and impacting cross-sales 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 period. This promotion seemed 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 worked with Borders to achieve the exact 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 CCIE Exam #640-607 Certification Guide at these participating stores.

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Cisco Press provides the exam book and courseware, all in one package. New features for Fall 2003 include the updated book for the course, an updated CD-ROM of lab scenarios and exam questions, and updated courseware. McGraw-Hill Osborne Media is the publisher and the course will be taught by the top 22 trainers in the country. The updated courseware will provide students with the best possible training for the exam.

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