

Cisco Press Connection

Connecting You with the News You Need

June 2003, Issue II



New Illustrated Guide from Cisco Press Takes a Different Approach to Learning Networks

Cisco Networking Simplified

1-58720-074-0

Paul Della Maggiora, CCIE® No. 1522, and Jim Doherty

June 2003 • \$29.99

Hitting the shelves in June, *Cisco Networking Simplified* is already creating a buzz in the industry with full-color illustrations and an easy-to-understand approach to the world of Cisco® networking.

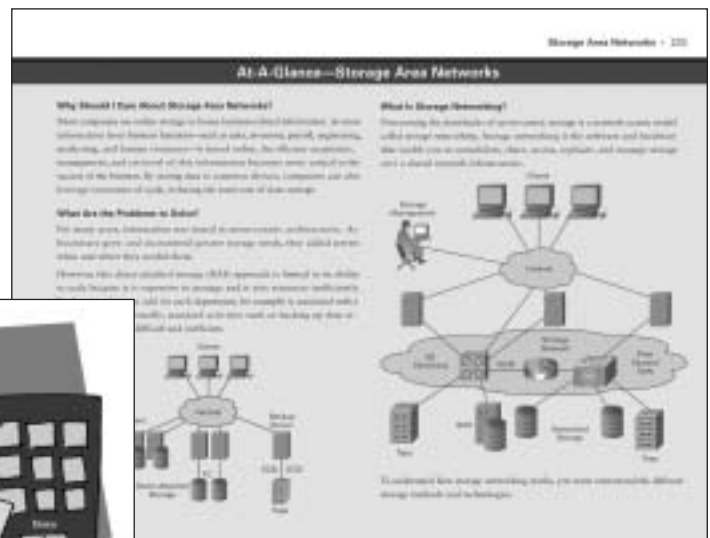
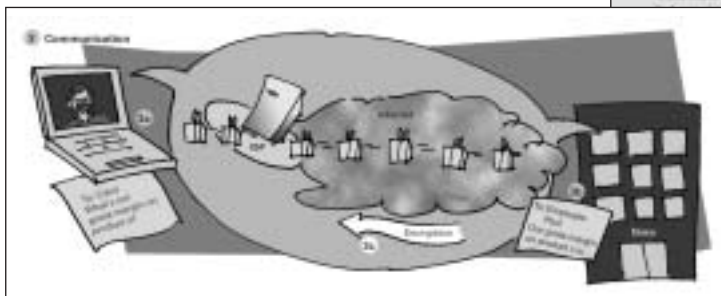
An overview on a broad variety of networking technologies, *Cisco Networking Simplified* provides readers new to networking, as well as more seasoned IT professionals, with an easy-to-follow reference to networking concepts. According to the authors, "This information is approachable and easy to learn. Networking is intertwined with many parts of your everyday life in ways you may not be aware of." By breaking down the world of complicated internetworking into easy-to-understand parts, readers can learn quickly and easily from the full-color diagrams and clear explanations found inside.

As the only illustrated reference of networking technology approved by Cisco Systems®, *Cisco Networking Simplified* is already sparking interest. Mark Gallo, Technical Manager for America Online, recently reviewed the title. "Other books attempt to present introductory networking concepts, but end up confusing the reader by jumping into detailed technical discussions too soon.... I'd definitely recommend the purchase of this book to individuals who want to enter the field or for non-technical personnel who have a desire to learn more about basic networking topics."

With such strong recommendations and a wide audience base ranging from entry-level networking technicians to IT managers and non-technical professionals in the networking industry, *Cisco Networking Simplified* is sure to meet the needs of a wide pool of professionals and take a refreshing approach to making the complex simple.



"This information is approachable and easy to learn. Networking is intertwined with many parts of your everyday life in ways you may not be aware of."





Learning is serious business.
Invest wisely.

2003 Event Schedule

Cisco Press has a presence at the following conferences—to learn more visit www.ciscopress.com/events.

Networld+Interop

April 29–May 1, 2003
Las Vegas, NV

CableTec Expo

May 11–14, 2003
Philadelphia, PA

Cisco Press is planning for another banner year at Networkers 2003, the annual Cisco user conference where thousands of Cisco customers convene to learn about cutting-edge technologies, connect with networking experts, and see the latest technology solutions from Cisco.

Cisco Press activities and promotions are planned for the World of Solutions, the certification testing center, and the Cisco Company Store, where Cisco Press and select titles from other Pearson PTG imprints will be on sale.

For more information on Networkers 2003, visit www.cisco.com/networkers.

Networkers East

June 23–27, 2003
Orlando, FL

Academy Conference

June 22–24, 2003
Orlando, FL

Networkers West

July 7–11, 2003
Los Angeles, CA

Cisco Press Advertising

Trade Advertising

Packet Magazine

April 2003—Second Quarter Issue
134,500 Subscribers

Online Advertising

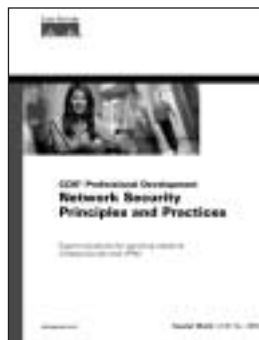
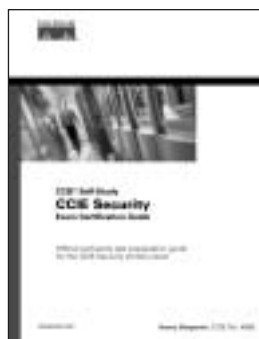
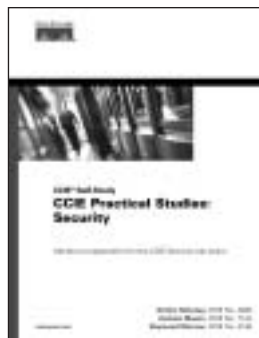
CramSession.com

April–May 2003
15 million page views
1 million unique visitors

GoCertify.com

April–May 2003
250,000 page views

ciscopress.com



CCIE Security Certification Titles First to Market

With more than 9,500 professionals worldwide that have obtained CCIE certification, Cisco Certified Internetwork Expert (CCIE) is the premier and most coveted certification for networking professionals.

One of the hottest tracks in the CCIE program is the Security track. Recognizing the need for self-study exam resources, Cisco Press formed a suite of CCIE security titles, which are the first self-study resources available that prepare candidates for the CCIE Security certification.

CCIE Practical Studies: Security

(CCIE Self-Study)
1-58705-110-9 • Available in June 2003 • \$75.00
Dmitry Bokotey, CCIE No. 4460, Andrew Mason, CCIE No. 7144, and Raymond Morrow, CCIE No. 4146

CCIE Security Exam Certification Guide

(CCIE Self-Study)
1-58720-065-1 • \$69.95
Henry Benjamin, CCIE No. 4695

Network Security Principles and Practices

(CCIE Professional Development)
1-58705-025-0 • \$55.00
Saadat Malik, CCIE No. 4955

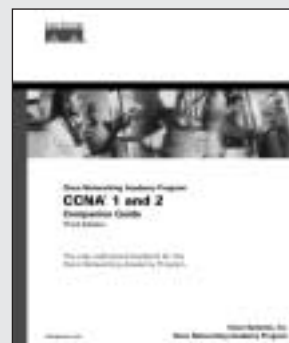
Read an online article written by three-time CCIE and author of *CCIE Security Exam Certification Guide* (CCIE Self-Study) and other Cisco Press titles, Henry Benjamin. In an article entitled “Troubleshooting Your CCIE Lab” users can learn basic troubleshooting steps that will help them with their CCIE lab exam. The article is available now on ciscopress.com. Additional information on CCIE certification can be found at www.ciscopress.com/ccie.

CCNA 3.0 Training Edition Now Available

Instructors have often requested books and other training materials be available to them as they learn. Cisco Press has found if textbooks are available during training, the likelihood of a classroom adoption increases significantly. Cisco Press and Cisco Systems have helped ease the learning curve of incorporating the online curriculum and new material into the classroom with the *CCNA 3.0 Training Edition* folio (1-58713-126-9). This 360-page folio offers tools and eight sample chapters from the upcoming Cisco Press *Companion Guides* and *Lab Companions* that map to the revised CCNA 3.0 online curriculum. Also included is bridging material that highlights the major changes in the curriculum, key elements of the texts, and details of the strong pedagogy and learning aids within the texts. The *Training Edition* has been distributed to CATCs and Regional Networking Academies to be used at training sessions.

Cisco Networking Academy Program CCNA Third Editions coming June 2003

CCNA 1 and 2 Companion Guide, Third Edition 1-58713-110-2
CCNA 1 and 2 Lab Companion, Third Edition 1-58713-111-0
CCNA 1 and 2 Engineering Journal and Workbook, Third Edition 1-58713-112-9
CCNA 3 and 4 Companion Guide, Third Edition 1-58713-113-7
CCNA 3 and 4 Lab Companion, Third Edition 1-58713-114-5
CCNA 3 and 4 Engineering Journal and Workbook, Third Edition 1-58713-115-3



Cert Alert!

CCNP Course and Exam Updates—Cisco Press Books Underway

The four new courses and exams are listed below, followed by new Cisco Press titles that apply.

- Building Scalable Cisco Internetworks (BSCI) v.2.0—642-801 BSCI**
 - CCNP BSCI Exam Certification Guide* (CCNP Self-Study), Third Edition 1-58720-085-6 • Available in October
 - CCNP Practical Studies: Routing* 1-58720-054-6 • Available NOW
- Building Cisco Multilayer Switched Networks (BCMSN) v.2.0—642-811 BCMSN**
 - CCNP BCMSN Exam Certification Guide* (CCNP Self-Study), Second Edition 1-58720-077-5 • Available in September
 - CCNP Practical Studies: Switching* (CCNP Self-Study) 1-58720-060-0 • Available in September
- Building Cisco Remote Access Networks (BCRAN) v.2.0—642-821 BCRAN**
 - CCNP BCRAN Exam Certification Guide* (CCNP Self-Study), Second Edition 1-58720-084-8 • Available in October
 - CCNP Practical Studies: Remote Access* (CCNP Self-Study) 1-58720-073-2 • Available in October
- Cisco Internetwork Troubleshooting (CIT) v.5.0—642-831 CIT**
 - CCNP CIT Exam Certification Guide* (CCNP Self-Study) 1-58720-081-3 • Available in October
 - CCNP Practical Studies: Troubleshooting* (CCNP Self-Study) 1-58720-05707 • Available NOW

Covering all four CCNP exams

- CCNP Flash Cards and Exam Practice Pack* (CCNP Self-Study) 1-58720-091-0 • Available in October

Stock your shelves with the CCNP self-study titles from the number-one selling Cisco certification lineup.

Book User Survey Garners Positive Results

Cisco Press completed an end-user online survey in April 2003 that captured customer feedback from more than 5,800 participants. Customer research is a critical step in helping Cisco Press develop product and marketing communications promotions to drive book sales.

Survey participants reported that they bought on average **9.4 books** in 2002; **56%** say that they will buy the same number in 2003 and **31%** say that they will buy **more books in 2003**. **Forty-three percent strongly agree** that there are more network management, troubleshooting, security, and system integration requirements to learn than in the past; **49% agree**.

How do our survey participants learn? When asked “How often do you currently use the following sources to find answers to IT questions?” and “Compared to 6 months ago, are you using it more or less?”, learning through technical books led the list.

| Used Most Often | Sources | Using More Than 6 Months Ago |
|-----------------|---|------------------------------|
| 86% | Technical Books | 43% |
| 61% | Vendor web sites | 32% |
| 35% | IT information portals | 20% |
| 29% | Web-based learning | 24% |
| 28% | Message boards/newsgroups | 20% |
| 26% | User group membership and sites | 18% |
| 25% | Software-based learning | 19% |
| 23% | Online book subscription services | 15% |
| 16% | Courses taught at local university, community college, tech college | 13% |
| 14% | Internal training | 10% |
| 13% | Commercial instructor-led training | 10% |

Looking Ahead...

Cisco Press New and Coming Soon Titles

April
Fundamentals of Java Programming Lab Companion 1-58713-090-4

CCNP Practical Studies:
Troubleshooting (CCNP Self-Study) 1-58720-057-0

Cisco Self-Study: Implementing Cisco IPv6 Networks (IPv6) 1-58705-086-2

June
CCIE Practical Studies: Security (CCIE Self-Study) 1-58705-110-9

MPLS and VPN Architectures, Volume II 1-58705-112-5

Cisco Networking Simplified 1-58720-074-0

Fundamentals of Voice and Data Cabling Companion Guide 1-58713-087-4

Cisco Catalyst QoS: Quality of Service in Campus Networks 1-58705-120-6

CCNA 1 and 2 Engineering Journal and Workbook 1-58713-112-9

CCNA 3 and 4 Engineering Journal and Workbook 1-58713-115-3

July
CCNA 1 and 2 Companion Guide 1-58713-110-2

CCNA 3 and 4 Companion Guide 1-58713-113-7

CCNA 1 and 2 Lab Companion 1-58713-111-0

CCNA 3 and 4 Lab Companion 1-58713-114-5

IT Essentials I and II Instructor's Resource CD-ROM 1-58713-117-X

ciscopress.com



Cisco Systems, Cisco Press Donations Assist Kabul University Students

Hot Reads

2003 Top Performers

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

Interconnecting Cisco Network Devices 1-57870-111-2

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

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

Troubleshooting Cisco IP Telephony 1-58705-075-7

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

Cisco CallManager Fundamentals: A Cisco AVVID Solution 1-58705-008-0

CCNA #640-607 Preparation Library (CCNA Self-Study) 1-58705-133-8

Voice over IP Fundamentals 1-57870-168-6

CCNA Practical Studies 1-58720-046-5

Building Cisco Multilayer Switched Networks 1-57870-093-0

Deploying License-Free Wireless Wide-Area Networks 1-58705-069-2

Internetworking Technologies Handbook, Third Edition 1-58705-001-3

Cisco IP Telephony 1-58705-050-1

CCNA Router and Switch eSIM 1-58713-042-4

In a joint effort to support the United Nations Development Program (UNDP), Cisco Systems and Cisco Press have provided the Kabul University Computer Science Department with networking equipment and resource materials.

According to Marc Lepage, Afghanistan Project Manager for the UNDP, students received Cisco Press books and networking equipment generously donated by Cisco Systems. "On our way back to the office from the graduation ceremony, we found a new pile of books from Cisco Press! More than 300 books—all extremely useful! This is a fantastic donation and will be put to very good use," Lepage said.

The Cisco Networking Academy® Program recently held a graduation ceremony for Semester One students in Kabul. Six of the seventeen students who received certificates were women, a monumental achievement for Afghan women after years of educational discrimination.

Cisco Press Increases Presence on Cisco.com

The first-ever Cisco Press "What's New" article was published in the Learning & Events section of cisco.com on April 22. The article announced the release of three CCSP™ and CCIE self-study resources from Cisco Press. On May 2 a Cisco Press banner went live on cisco.com, also promoting the new security releases. Additional placements are scheduled throughout the year.

Cisco Press has been working with Cisco staff during recent months to enhance the presence of Cisco Press across cisco.com. New Cisco Press pages were added to the public and the employee sites in June.



Cisco Press donated several titles that will increase learning opportunities for students and contribute to the quality of the learning experience in the classroom.

The Cisco Foundation, together with UNDP, donated 20 personal computers to the Networking Academy at Kabul University. Cisco Systems' commitment to learning is evident by its funding of this U.N. supervised program, aimed at bringing the country into the digital age. The program hopes to train 200 students by the end of the year.



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