

Cisco Press Connection

Connecting You with the News You Need

September 2003, Issue III



Breakthrough Broadband Book Sure to Spark Interest

Cisco Press is excited to announce the release of *Planet Broadband*, written by the father of the cable modem, Rouzbeh Yassini. This innovative book describes what broadband is and why it matters to everyone, and avoids the style of jargon-laden technical manuals to appeal to a broad audience of business and IT professionals.

Broadband is becoming the most influential communication medium since the telephone. "Experts estimate half of all U.S. households will have broadband by 2007," says Leslie Ellis, author and consultant who has covered cable television technology and industry economics since 1987. *Planet Broadband* provides a guided tour of this emerging era that is already touching the lives of millions.

Planet Broadband is a business visionary title that goes above and beyond the scope of most broadband technology books and promises to help general interest readers understand broadband communications and how they can profit and prosper from its onset.

In the book's foreword, David Fellows, CTO of Comcast Cable Communications writes, "I have known and worked with Rouzbeh Yassini and his contributors for over a decade, and, in a sense, we (and many others) have tried to discover what broadband is together. This book is a collection of their learnings, observations, and guesses." He continues, "Broadband will change every-

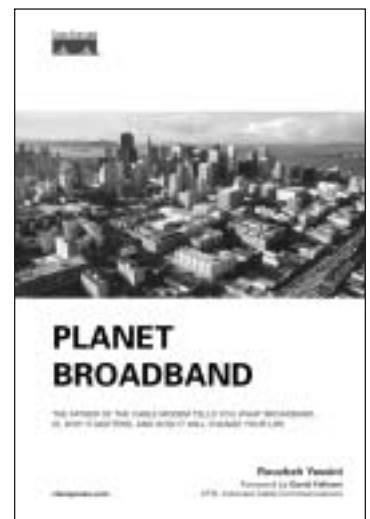
thing about the way you are entertained, informed, educated, how you communicate, and schedule your life. Maybe even how you are governed. Broadband is the electricity of the information age."

// Broadband will change everything about the way you are entertained, informed, educated, how you communicate, and schedule your life. //

—David Fellows, CTO
Comcast Cable
Communications

Rouzbeh Yassini is the founder and CEO of YAS Broadband Ventures LLC, a venture capital firm that provides capital financing, consulting services,

and academic insight into the broadband industry. In 1990, he founded LANcity, which introduced the first high-speed residential communications modem that was designed to integrate with cable television networks. LANcity's successful introduction spawned a new consumer electronics technology category known as the cable modem, which is used today in millions of households worldwide.



Planet Broadband • 1-58720-090-2

// We've only seen a proof of a couple chapters, but it looks like it provides a very easy-to-understand overview of what broadband is and what it can and will do...it looks like a great introduction for non-technical types and cable neophytes. //

—Cable FAX Daily,
Volume 14 No. 166

CCNA® Stocking Mix Inside!

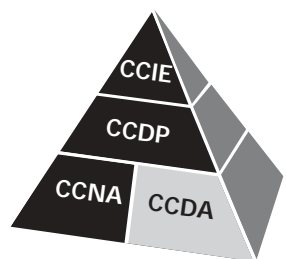
Look inside for your CCNA shelving guide

- *CCNA Certification Library* (CCNA Self-Study) 1-58720-095-3
- *CCNA Flash Cards and Exam Practice Pack* (CCNA Self-Study) 1-58720-079-1
- *CCNA INTRO Exam Certification Guide* (CCNA Self-Study) 1-58720-094-5
- *CCNA ICND Exam Certification Guide* (CCNA Self-Study) 1-58720-083-X

**Stock Your
CCNA Titles
Now!**



Learning is serious business.
Invest wisely.



Now Underway: The Latest in CCDA Exam Self-Study Resources

For those interested in pursuing a certification in network design, CCDA® is the first step in the Cisco® design track.

CCDA certified professionals have the skills needed to determine customer requirements for security, scalability, and network management; design a network structure that meets customers' needs; identify how to build a network prototype; and link Cisco products in an end-to-end manner.

For more information on CCDA certification, visit www.ciscopress.com/ccda.

New titles from Cisco Press prepare CCDA candidates by providing detailed coverage of all CCDA 640-861 exam objectives:

CCDA Exam Certification Guide, Second Edition, is the official test preparation guide for the CCDA 640-861 DESGN exam. The book covers all exam topics included in the most current version of the CCDA exam. A companion CD-ROM contains more than 200 questions intended to provide testing preparation and feedback on areas for further study.

CCDA Self-Study: Designing for Cisco Internetwork Solutions (DESGN) is a fully updated and revised edition of the best-selling Cisco Press self-study title, *Designing Cisco Networks*. The new edition is revised to align to the current DESGN course and exam. It includes new coverage on several topics, including WAN protocols, routing, FCAPS, and service levels.

CCDA Exam Certification Guide, Second Edition, (CCDA Self-Study), ISBN: 1-58720-076-7 • \$49.95
Anthony Bruno and Jacqueline Kim

CCDA Self-Study: Designing for Cisco Internetwork Solutions (DESGN), ISBN: 1-58705-141-9 • \$60.00
Diane Teare



New CCNA 640-801 Exam Titles

The full suite of Cisco Press CCNA Self-Study preparation books and software is here. With the first and only Cisco Systems® authorized self-study books for CCNA, Cisco Press books continue to serve as the best-selling and most popular titles for this broadly popular certification. New features, such as network simulation software and a modular format for easy concept comprehension and retention, help make these titles even more useful to CCNA candidates.

For more information on CCNA certification, visit www.ciscopress.com/ccna.



Cisco Press, Borders, KnowledgeNet Announce CCNA Promotion for IT Professionals

Partnering with Borders and KnowledgeNet, Cisco Press has created a CCNA promotion encouraging readers to visit Borders stores and purchase the new CCNA releases at discounted prices. Readers can pick up a free IP Telephony "At-A-Glance" reference chart at local Borders stores and register to win a Dell AXIM™ handheld with KnowledgeNet CCNA courseware or a \$25 Borders gift card. Readers can also register at www.ciscopress.com/borders through October 15, 2003. Two Dell AXIM handheld winners and ten Borders gift card winners will be selected. The drawing will be held October 31, 2003. To learn more about KnowledgeNet CCNA training, visit www.knowledgenet.com/ciscopress.



Cisco Press brings readers an all-new lineup for the CCNA 640-801, 640-811, and 640-821 exams, including the titles featured in this Cisco Press, Borders, and KnowledgeNet promotion:

CCNA Certification Library (CCNA Self-Study), ISBN: 1-58720-095-3

CCNA ICND Exam Certification Guide (CCNA Self-Study), ISBN: 1-58720-083-X

CCNA INTRO Exam Certification Guide (CCNA Self-Study), ISBN: 1-58720-094-5

CCNA Flash Cards and Exam Practice Pack (CCNA Self-Study), ISBN: 1-58720-079-1



Cisco Press Electronic Folio

2003 Edition packed with 34 sample chapters

Eager to supply customers with product information that will influence their book-buying decisions, Cisco Press launched a new edition of its popular electronic folio at Networkers 2003. The new CD-ROM includes 34 excerpts from Cisco Press titles, including chapters from new and upcoming releases on networking technology, Cisco certification, and the Cisco Networking Academy Program. Links to Cisco certification news and information are also provided so customers have easy access to up-to-date certification details. The folio is packaged with a 2003 Cisco Press title list, making it a complete, portable product information kit that will drive product sales.

Networkers 2003 Top 10 Best Sellers (by units)

Cisco's most important customers made these the best sellers at the 2003 Cisco user conference:

1. **Cisco CCNA Exam #640-607 Flash Card Practice Kit**
Rivard • 1-58720-048-1 • \$39.95
2. **Cisco Catalyst® QoS: Quality of Service in Campus Networks**
Froom, Flannagan, Turek • 1-58705-120-6 • \$55.00
3. **CCIE® Practical Studies: Security** (CCIE Self-Study)
Bokotey, Mason, Morrow • 1-58705-110-9 • \$75.00
4. **Cisco Networking Simplified**
Della Maggiora, Doherty • 1-58720-074-0 • \$29.99
5. **CCIE Routing and Switching Exam Certification Guide** (CCIE Self-Study)
Bruno • 1-58720-053-8 • \$69.95
6. **IP Quality of Service**
Vegesna • 1-5870-116-3 • \$55.00
7. **Troubleshooting Cisco IP Telephony**
Giralt, Hallmark, Smith • 1-58705-075-7 • \$60.00
8. **Cisco Field Manual: Catalyst Switch Configuration**
Hucaby, McQuerry • 1-58705-043-9 • \$50.00
9. **CCSP Cisco Secure PIX® Firewall Advanced Exam Certification Guide** (CCSP Self-Study)
Degu, Bastien • 1-58720-067-8 • \$49.95
10. **Cisco CCNA Exam #640-607 Certification Guide**
Odom • 1-58720-055-4 • \$49.95

CompTIA A+ Certification Exam Celebrates 10-Year Anniversary

New exam to be released late 2003—Cisco Press is ready for the revised IT Essentials I: PC Hardware and Software course

In September, Cisco Press is publishing a supplement that maps to the revised IT Essentials I: PC Hardware and Software online course and the updated CompTIA A+ certification exam objectives. This 175-page supplement (ISBN: 1-58713-129-3) includes new material for both the Companion Guide and Lab Companion. The new material covers Windows® XP, revised CompTIA A+ objectives, and updated information on the latest PC hardware and software fundamentals and technologies. The supplement is bundled with the existing *IT Essentials I: PC Hardware and Software Companion Guide*. If you ordered textbooks prior to September, the complimentary supplement can be ordered by e-mailing networkingacademy@ciscopress.com and requesting ISBN 1-58713-129-3.

Looking Forward Cisco Press New and Coming Soon Titles

August

CCNA INTRO Exam Certification Guide (CCNA Self-Study)
1-58720-094-5

CCNA ICND Exam Certification Guide (CCNA Self-Study)
1-58720-083-X

CCNA Certification Library (CCNA Self-Study) 1-58720-095-3

Cisco DQOS Exam Certification Guide (IP Telephony Self-Study)
1-58720-058-9

Cisco Self-Study: Building Cisco Metro Optical Networks (METRO)
1-58705-070-6

September

Internetworking Technologies Handbook, Fourth Edition
1-58705-119-2

Cisco Networking Academy Program Fundamentals of Wireless LANs Engineering Journal and Workbook
1-58713-120-X

CCNP BCMSN Exam Certification Guide (CCNP Self-Study)
1-58720-077-5

Metro Ethernet 1-58705-096-X

Planet Broadband 1-58720-090-2

October

CCNP® Flash Cards and Exam Practice Pack (CCNP Self-Study)
1-58720-091-0

CCNP Practical Studies: Switching (CCNP Self-Study) 1-58720-060-0

CCDA Exam Certification Guide, Second Edition (CCDA Self-Study)
1-58720-076-7

November

Designing Network Security, Second Edition
1-58705-117-6

CCNP BCRA Exam Certification Guide (CCNP Self-Study)
1-58720-084-8

CCIE Practical Studies, Volume II (CCIE Self-Study) 1-58705-072-2

CCNP CIT Exam Certification Guide (CCNP Self-Study)
1-58720-081-3

CCDA Self-Study: Designing for Cisco Internetworking Solutions (DESGN) 1-58705-141-9



Cisco Press Titles in the Limelight

Hot Reads

2003 Movers & Shakers

- CCNA Certification Library
(CCNA Self-Study)
1-58720-095-3
- Cisco Networking Simplified
1-58720-074-0
- Interconnecting Cisco Network
Devices (CCNA Self-Study)
1-58720-111-2
- CCIE Routing and Switching
Exam Certification Guide
1-58720-053-8
- CCNA Flash Cards and Exam
Practice Pack (CCNA Self-Study)
1-58720-079-1
- Cisco Field Manual: Catalyst
Switch Configuration
1-58705-043-9
- Troubleshooting Cisco IP
Telephony • 1-58705-075-7
- Cisco Secure PIX Firewalls
1-58705-035-8
- Deploying License-Free Wireless
Wide-Area Networks
1-58705-069-2
- Voice over IP Fundamentals
1-58705-168-6
- Cisco Field Manual: Router
Configuration
1-58705-024-2
- Cisco Voice over Frame Relay,
ATM, and IP • 1-58705-227-5
- Cisco IP Telephony • 1-58705-050-1
- Building Cisco Multilayer
Switched Networks
1-58705-093-0

To be added to the distribution list, or submit content ideas for *Cisco Press Connection*, please e-mail jamie.adams@ciscopress.com.

Read a few of the standout media highlights Cisco Press titles gained recently.

Wireless Week featured Jack Unger, author of *Deploying License-Free Wireless Wide-Area Networks*, in the print publication. The magazine included pictures of the author and the book cover. *Wireless Week* has more than 37,000 subscribers.

IEEE Communications reviewed *Telecommunications Technologies Reference*. This publication has more than 56,000 subscribers.

Barnes & Noble Read Only featured *Cisco Networking Simplified*. The print and online publication helps promote prominent titles, and is a great venue for prospective buyers.

Appearing in an online discussion forum at InfoWorld.com Jack Unger answered users' questions and promoted his title *Deploying License-Free Wireless Wide-Area Networks* reaching more than 700,000 unique users.

Look for upcoming coverage on *Planet Broadband* in *IQ* and *Communications Technology* magazines, and an appearance by author Rouzbeh Yassini on *TechTV*.

To receive more detailed media coverage bimonthly, sign up for the Cisco Press Messenger—e-mail jamie.adams@ciscopress.com.

CP Advertising Making in Impact

Advertising in various trade publications and online media sites helps Cisco Press spread the news about the latest titles available in networking and Cisco certification, and ultimately impacts customers' purchasing decisions. Here is a snapshot of some of the latest and greatest places where Cisco Press advertised in recent months.

Trade Advertising

July
Packet Magazine
July 2003—Third Quarter Issue
134,500 Subscribers

August
Network World Magazine
August 11, 2003 Issue
230,000 Subscribers

Online Advertising

June
Network World Online—nwfusion.com
7.6 million page views
–IT Education and Training e-newsletter
27,000 subscribers
–Cisco News Alert e-newsletter
31,000 subscribers

July
Network World Online—nwfusion.com
7.6 million page views
–IT Education and Training e-newsletter
27,000 subscribers

GoCertify.com
150,000 page views
CertCities.com
1 million page views
–E-newsletter
42,000 subscribers

August
Network World Online—nwfusion.com
7.6 million page views
–Banners
–Co-branded e-mail