The *Cisco Press Messenger* relays recent news and reviews, product announcements, and appearances of Cisco Press titles and authors. Media coverage helps to maintain and grow interest in Cisco Press products and drive awareness and demand across all channels.

COVERAGE AND COMMENTARY	COMMUNITY OUTREACH	AUTHOR CORNER

COVERAGE AND COMMENTARY

Explore the latest news highlights and rave reviews about Cisco Press.

Announcements

Title announcements and mentions are a great source of publicity. Print publications and online news venues often list new titles, recommended reads, and top sellers. The following is a selection of recent announcements.

170 Hot Picks in Computer Books

Library Journal, Volume 128, No. 17   October 15, 2003

25,000 subscribers

This journal included a print and online article entitled "170 Hot Picks in Computer Books;" 18 of those computer titles were Cisco Press books. Included in the listing were *Troubleshooting Virtual Private Networks*, *Advanced Optical Design and Implementation*, *Data Center Fundamentals*, *IP Telephony Unveiled*, *Network Security Architectures*, *First Mile Access Networks and Enabling Technologies*, *Designing Network Security*, Second Edition, *802.11 Wireless LAN Fundamentals*, *CCSP SECUR Exam Certification Guide*, *CCSP Self-Study: Cisco Secure PIX Firewall Advanced (CSPFA)*, Second Edition, *CCDA Exam Certification Guide*, Second Edition, *CCSP Practical Studies: PIX® Firewall*, *CCNP BSCI Exam Certification Guide*, Third Edition, *CCNA Self-Study: Interconnecting Cisco Network Devices (ICND)*, Second Edition, *CCNP Self-Study: Building Cisco Remote Access Networks (BCRAN)*, Second Edition, *CCNP CIT Exam Certification Guide*, Second Edition, *CCIE Practical Studies*, Volume II, *CCNP Flash Cards and Exam Practice Pack*, and *CCDA Self-Study: Designing for Cisco Internetwork Solutions (DESGN)*, Second Edition.

http://libraryjournal.reviewsnews.com/index.asp?layout=article&articleid=CA325053

Cisco Systems Networking Professionals Connection Newsletter, Volume 4, Issue 2   November 7, 2003

22,000 subscribers

E-newsletter and online announcement featuring *Designing Network Security*, Second Edition; the title was highlighted in the "Headlines" section, which was the first message in the newsletter.

Sci Tech Book News   November 13, 2003

17,000 subscribers

Print and online listing containing *Network Sales and Services Handbook* and *Planet Broadband.*

The BookWatch   November 2003

50,000 subscribers

Print and online announcement of *Network Security Principles and Practices.*

The Business Line   November 5, 2003

50,000 subscribers, 110,000 page views online daily

Print and online article featuring Cisco Press title *Planet Broadband.*

> *"A handy book that goes beyond techies' jargon to talk about why broadband is important to everybody."*

http://www.thehindubusinessline.com/ew/2003/11/05/stories/2003110500140200.htm

InformIT Promotions Newsletter   November 20, 2003

739,850 subscribers

E-newsletter and online announcement including a message about CCNP® certification. Message and link to our CCNP titles.

Computerworld New Zealand   October 13, 2003

Print and online feature article on *Planet Broadband.*
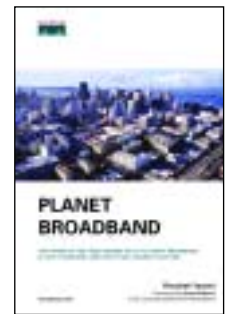
www.computerworld.co.nz

ComputorEdge Volume 21, No. 45   November 7, 2003

80,000 subscribers to weekly print publication

500,000 online readership

Print and online short announcement on *Planet Broadband.*

http://www.computoredge.com/Archive/Editorial%20Archive/ARCHIVE%202145.pdf

InformIT Certification Newsletter   November 11, 2003

10,310 subscribers

E-newsletter and online announcement mentioning the weblog of the week, which focused on *Planet Broadband.*

InformIT Certification Weblog   November 3, 2003

Online weblog featuring *Planet Broadband*

http://www.informit.com/isapi/weblog_id~{1B59647A-17B7-4E39-947D-4B2270484ACB}/st~{9B521AE9-6212-44A9-A2AE-46BD4A7D6458}/weblog/showComments.asp

InformIT Promotions Newsletter   December 4, 2003

739,850 subscribers

E-newsletter and online announcement on *CCNA Self-Study: Interconnecting Cisco Network Devices*, Second Edition.

SearchNetworking   November 17, 24 and 26; December 1, 2003

100,000 subscribers

IP Addressing Fundamentals, Deploying Cisco Voice over IP Solutions, Troubleshooting IP Routing Protocols, and *Designing Network Security*, Second Edition, were featured in the e-newsletter as well as online.

Mobile Advisor   November 3, 2003

50,000 subscribers

Online excerpt posting of *Deploying License-Free Wireless Wide-Area Networks.*

http://Advisor.com/doc/13251

Mobile Advisor   October 1, 2003

50,000 subscribers

Excerpt posting online of *Web Security Field Guide.*

http://Advisor.com/doc/13217

Book Reviews

End User Reviews

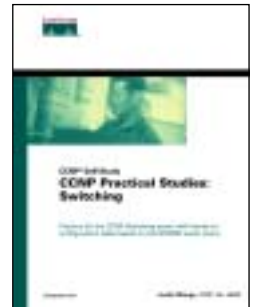*"If you are dealing with Cisco switching…, then this is your bible!"*

Shahid Shafi, IT Engineer   December 2003

Review from Cisco Press Reader Review Program on Amazon.com and Bookpool.com

CCNP Practical Studies: Switching

> *"If you are dealing with Cisco switching…, then this is your bible! This book discusses all new advancements in switching in depth. Justin's hard work is evident in every chapter…. If you are already a CCIE® and might feel you don't need it, think again! This is one of those books that will always find special place in your bookshelf like Jeff Doyle's [*Routing TCP/IP*]. I can't say enough but it is simply a fantastic effort by Justin and Cisco Press."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587200600/

"I truly believe that the very reasonable cost of this book will be some of the best money you'll ever spend."

Grant Willey, Network and Telecom Administrator   December 2003

Review from Cisco Press Reader Review Program on Amazon.com and Bn.com

Cisco Networking Simplified

> *"If you're the type of person who prefers a visual approach to learning, the colorful illustrations and easy-to-understand diagrams should make you feel right at home…. Overall, I was very pleased with the book's contents, and the formatting of the text and illustrations made for excellent knowledge retention…. I've always said that you can't comprehend advanced networking functions and methodologies if you don't have a clear understanding of the basics and fundamentals. This book is a good starting point…. I truly believe that the very reasonable cost of this book will be some of the best money you'll ever spend."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587200740/

Phenon Wilkes, Team Leader,   December 2003

Review from Cisco Press Reader Review Program on Amazon.com and Bn.com

Deploying License-Free Wireless Wide-Area Networks

> *"This was written in such a manner that you would be able to avoid most of the mistakes that are encountered when setting up an operation of this magnitude…. You know you will save money by avoiding the cost of leasing broadband links by following this highly informative guide to wireless…. Mr. Unger has done a phenomenal job in sharing his experience with the reader to provide an excellent reference for all concerned."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587050692/

Chuck Price, Network Specialist III   December 2003

Review from Cisco Press Reader Review Program on Amazon.com and Bookpool.com

Cisco OSPF Command and Configuration Handbook

> *"The material is very well presented and extremely easy to read and comprehend. The configuration examples are easy to follow and implement. I would highly recommend this book to all network professionals, whether studying for Cisco certification or wanting to implement OSPF in their networks. It has helped me to understand OSPF a lot better and I am more confident in using it in my network."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587050714/

Andy Barkl, Business Owner   December 2003

Review from Cisco Press Reader Review Program on Amazon.com and Bookpool.com

CCNA Certification Library

> *"This book is the best off-the-shelf study guide for preparing to pass the CCNA® exams. The CCIE author is very knowledgeable and thorough.... For the self-study candidate on a limited budget, who really wants to understand what's required to be a successful CCNA, this library offers a well readable format. When you want to prepare to pass the new CCNA exams, this library, practice questions, and Boson network simulator are a must-have!"*

http://www.amazon.com/exec/obidos/tg/detail/-/1587200953/

"The author [Anthony Bruno] has proven to be one of the best resources for the CCDA® exam around today."

Michael Woznicki, Technical Manager and Instructor   December 2003

Review from Cisco Press Reader Review Program on Amazon.com

CCDA Exam Certification Guide

> *"In this book every exam objective is tackled and each objective is handled with great technical detail. The author [Anthony Bruno] has proven to be one of the best resources for the CCDA® exam around today."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587200767/

Paul Miller, Network Planner   December 2003

Reviews from Cisco Press Reader Review Program on Amazon.com and Bn.com

Cisco Self-Study: Building Cisco Metro Optical Networks (METRO)

> *"Because the title is written to educate the reader on optical networks, it has an outstanding section covering SONET.... The authors did a good job of consolidating the information so the topic is not overwhelming, but gives the reader a solid understanding of the technology."*

http://www.amazon.com/exec/obidos/tg/detail/-/1587050706/

"If you're looking for detailed information about Metro Ethernet, I would recommend the book.... This is one reader that is thankful Sam Halabi chose to write another book."

Metro Ethernet

> *"The book is organized very well. The author has taken a crawl, walk, run approach to the layout of this book. If you're looking for detailed information about Metro Ethernet, I would recommend the book.... This is one reader that is thankful Sam Halabi chose to write another book."*

http://www.amazon.com/exec/obidos/tg/detail/-/158705096X/

COMMUNITY OUTREACH

The Cisco Press User Group Program, www.ciscopress.com/usergroup, provides registered groups with exclusive promotional giveaways, marketing materials, sneak peeks at new products, and more. Cisco Press continues to work with the user group community to become groups' number one source for Cisco certification and networking information.

Certforum.com   November 2003

419 registered members

The online forum included announcement postings of *E-Support* and *Internetworking Technologies Handbook*, Fourth Edition.

Donation: Orange County NT Users Group   December 2003

A donation of 20 Cisco Press books to this group included *Cisco Networking Simplified*, *Designing Network Security*, *CCNA Self-Study: Interconnecting Cisco Network Devices (ICND)*, Second Edition, *Planet Broadband, Internetworking Technologies Handbook*, Fourth Edition, *Network Consultants Handbook*, and the *Dictionary of Internetworking Terms and Acronyms*. The donation provided the group with books, messaging, and marketing collateral to represent Cisco Press at the user group event.

Donation: Rocky Mountain Cisco Users Group   December 2003

1,200 members

Copies of several Cisco Press books were donated to the user group's holiday event. *Web Security Field Guide, CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide, CCSP Cisco Secure VPN Exam Certification Guide, CCIE Security Exam Certification Guide* and *Network Security Principles and Practices* were among those donated.

Donation: Memphis Cisco Users Group   December 2003

85 members

Five copies of each of the following Cisco Press books were donated to the user group's holiday event. *CCNA Self-Study Interconnecting Cisco Network Devices (ICND),* Second Edition, *Planet Broadband, CCNP Practical Studies: Troubleshooting, CCNP Flash Cards and Exam Practice Pack*, and *CCNA INTRO Exam Certification Guide.*

AUTHOR CORNER

Cisco Press authors' contributions help promote their titles, as well as their expertise, and allow readers to get a glimpse into the expert minds behind the technology.

Network Professional Association November 2003

Interview with **David Hucaby**

David Hucaby, CCIE No. 4594, is a lead network engineer for the University of Kentucky where he designs, implements, and maintains campus networks using Cisco products. Prior to his current position, David was a senior network consultant, where he provided design and implementation consulting, focusing on Cisco-based VPN and IP telephony solutions.

http://www.npanet.org/public/interviews/careers_interview_73.cfm

CIPS Connections (Canadian Information Processing Society) October 2003

8,000 members

An interview with **Rouzbeh Yassini**, author of *Planet Broadband* appeared online and resides on the association's site.

http://www.cips.ca/news/national/news.asp?aID=1735

The San Diego Union Tribune November 2003

363,555 subscribers

Southern California CUG, Orange County CUG and CiscoTeam Yahoo Groups November 2003

389 total members across the three groups

Coverage of a San Diego Author Speaking Event. Authors of **Designing Network Security**, Second Edition, and **Cisco Access Control Security: AAA Administration Services** both participated.

> *"I must also say that Cisco Press has been an excellent publisher to work with. They have provided very talented editors, project managers, graphic artists, and so on—each of them very helpful."*

Attention Cisco Press Authors

Interested in being featured?

Authors contributing short articles and tips for ciscopress.com will be recognized in the **Cisco Press Messenger**, which is distributed to Pearson sales representatives, resellers, user groups, authors, and Reader Review Program members. If you would like more information on how to participate, or have additional questions regarding the *Cisco Press Messenger* contact **jamie.adams@ciscopress.com**.