

1-58720-111-9



1-58705-154-0



1-58705-164-8

**UNTANGLING WIRELESS**

**Cisco Press Adds New Resources to Help Users Grasp Wireless Technologies**

As wireless networking is rapidly becoming the hottest new technology, network administrators and engineers are forced to learn the latest developments in the field. To address the learning need, Cisco Press added three new wireless titles to the Network Technology Product Family: *Wireless Networks First-Step*, *Cisco Wireless LAN Security*, and *802.11 Wireless Network Site Surveying and Installation*.

- *Wireless Networks First-Step*, written by Jim Geier, is a basic introduction to wireless networking and assumes that readers have no previous wireless experience. The book provides an overview of wireless networking, along with details of applicable standards and technologies. Newcomers to wireless will find practical information along with an abundance of examples.
- *Cisco Wireless LAN Security* is an in-depth guide addressing fundamental wireless security concepts with a unique combination of theory and practice. Because a WLAN is less effective as an isolated piece of the network, this book emphasizes how to effectively integrate WLAN devices into the wired network while maintaining maximum security.
- Performing a wireless LAN (WLAN) site survey before installing a wireless network is the key to any successful WLAN deployment. *802.11 Wireless Network Site Surveying and Installation* by Bruce Alexander helps users understand the challenges associated with this critical step. This book helps readers identify obstacles to a successful deployment and guides equipment decisions to ensure the WLAN reaches its maximum potential.

Visit each book's page on [ciscopress.com](http://ciscopress.com) to learn more.

***Wireless Networks First-Step***  
 Jim Geier • ISBN: 1-58720-111-9  
[www.ciscopress.com/title/1587201119](http://www.ciscopress.com/title/1587201119)

***Cisco Wireless LAN Security***  
 Krishna Sankar/Sri Sundaralingam/Darrin Miller/Andrew Balinsky • ISBN: 1-58705-154-0  
[www.ciscopress.com/title/1587051540](http://www.ciscopress.com/title/1587051540)

***802.11 Wireless Network Site Surveying and Installation***  
 Bruce Alexander • ISBN: 1-58705-164-8  
[www.ciscopress.com/title/1587051648](http://www.ciscopress.com/title/1587051648)

*"If you're new to wireless, [Wireless Networks First-Step] is the book to have on your reference desk. Packed with useful information, [it] will get you up to speed on the latest and greatest wireless terms and technologies.... This is a must read for those new to the field."*

—*Computer World*  
 November 8, 2004

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## TOP MEDIA HITS

### Publicity coverage drives product awareness and demand—see who is talking about Cisco Press this month!

■ **Home Networking: A Visual Do-It-Yourself Guide**

ISBN: 1-58720-127-5

**Network World Fusion** December 2, 2004

160,000–175,000 subscribers

Author Brian Underdahl was interviewed on the *Network World* radio show program and announcements of the interview were included on both the *Network World Fusion* and *Network Life* sites.

Listen to the author interview at

[www.nwfusion.com/research/2004/1202radio.html](http://www.nwfusion.com/research/2004/1202radio.html).

■ **Wireless Networks First-Step**

ISBN: 1-58720-11-9

**Computer World** November 8, 2004

180,000 subscribers

The title with cover image was featured in the Security Log section of the print publication.

■ **The Business Case for Storage Networks**

ISBN: 1-58720-118-6

**Storage Networking Fundamentals: An Introduction to Storage Devices, Subsystems, Applications, Management, and File Systems**

ISBN: 1-58705-162-1

**Storage Magazine** November 2004 Issue

50,000 subscribers

Both titles were included in this print magazine's Bookshelf section with cover image and product specs.

■ **Home Networking: A Visual Do-It-Yourself Guide**

ISBN: 1-58720-127-5

**Computer Outlook** November 11, 2004

1.2 million unique visits monthly

Author Brian Underdahl was interviewed on the technology radio talk show program and included on the program's web site. Download Brian's interview at <http://computeroutlook.com/audiostudio.html#>.

■ **Network Security First-Step**

ISBN: 1-58720-099-6

**InternetWorks** November 2004 Issue

16,600 subscribers

The international print magazine published a chapter from the First-Step book, which included cover images on each page of the five-page feature. A special reader offer and book giveaway was also included.

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## SLATED ITEMS

### Check out these upcoming media hits

■ **The IT Career Builder's Toolkit**

ISBN: 1-58713-156-0

**New York Post**

686,207 subscribers

Article and book announcement, with possible author interview included. The piece is slated to appear in January 2005.

■ **The Business Case for Network Security: Advocacy, Governance, and ROI**

ISBN: 1-58720-121-6

**Cisco Wireless LAN Security**

ISBN: 1-58705-154-0

**ComputerWorld**

180,000 subscribers

The titles are slated to be included with cover image in the Security Log section of the print publication.

■ **The Business Case for Storage Networks**

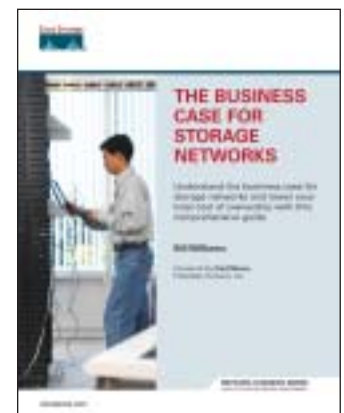
ISBN: 1-58720-118-6

■ **Storage Networking Fundamentals: An Introduction to Storage Devices, Subsystems, Applications, Management, and File Systems**

ISBN: 1-58705-162-1

**SearchStorage.com**

The titles are slated to appear with cover images and possible excerpts.



1-58720-118-6

## PRODUCT FEATURE

### The IT Career Builder's Toolkit

The first book of its kind— a complete guide to building an information technology career in any economy

This new title provides a pragmatic and proven method for developing a dynamic and growing career in information technology. It teaches the value of IT skills in the job market, emphasizes the soft-skills necessary for long-term career growth and stability, delivers methods to improve verbal and written communication skills, and presents real techniques on how to highlight on-the-job skills and gain meaningful professional exposure.

This must-have manual is for industry newcomers and seasoned professionals. The book covers the mechanics of preparing a resume, writing a cover letter, and interviewing. Author Matt Moran provides practical advice and market-focused insight for every step of an IT career. Advanced career guidance of building a consulting business and moving into management is also included in the toolkit method. Users can learn how to present the value of technical skills in the job market, remove the guesswork from job searches, and highlight on-the-job skills while gaining meaningful professional exposure.

#### *The IT Career Builder's Toolkit*

Matthew Moran

ISBN: 1-58713-156-0

[www.ciscopress.com/1587131560](http://www.ciscopress.com/1587131560)



1-58713-156-0

## READER REVIEW UPDATE

Click the links below to see what readers have to say about Cisco Press titles.

#### *Network Security First-Step*

ISBN: 1-58720-099-6

[www.examnotes.net/forums/showthread.php?s=&threadid=1043711](http://www.examnotes.net/forums/showthread.php?s=&threadid=1043711)

and

[www.bookpool.com/.x/t7z5mgsj8m/sm/1587200996](http://www.bookpool.com/.x/t7z5mgsj8m/sm/1587200996)

#### *Cisco LAN Switching Fundamentals*

ISBN: 1-5870-5089-7

[www.amazon.com/exec/obidos/tg/detail/-/1587050897/ref=pd\\_sbs\\_b\\_3/103-1182983-8183807?%5Fencoding=UTF8&v=glance](http://www.amazon.com/exec/obidos/tg/detail/-/1587050897/ref=pd_sbs_b_3/103-1182983-8183807?%5Fencoding=UTF8&v=glance)

#### *Optical Network Design and Implementation*

ISBN: 1-58705-105-2

<http://search.barnesandnoble.com/booksearch/isbninquiry.asp?ISBN=1587051052&pdf=y&userid=gu51ZTOAu1>

*"I recommend [Network Security First-Step] for anyone wanting to get started in network security. It stands as a springboard into a whole new area of study for my career. I've already come up with a few projects that must be implemented in our network just from reading this introductory book."*

—Rich Hill, Network Project Leader

*"Overall [Cisco LAN Switching Fundamentals] has a great flow. It covers LAN switching concepts, architecture, design and troubleshooting."*

—Shahid Shafi, IT Engineer,  
CCSP™, CCIE® No. 12665

*"[Optical Network Design and Implementation] is a great resource of information regarding optical networking.... I would recommend this book to any network engineer that is interested in optical networks."*

—Paul Miller, Network Planner



1-58705-089-7

## CISCO PRESS BOOKSHELF

### New in January

*The IT Career Builder's Toolkit*

ISBN: 1-58713-156-0

*A Networker's Journal*

ISBN: 1-58713-158-7

## AUTHOR SPOTLIGHT

### Carhee Book Signing Promotes *The Road to IP Telephony*

Stephanie Carhee, author of the Network Business Series title *The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony*, was in the holiday spirit as she signed copies of her title at a local Borders bookstore in South Coast Plaza. The author invited readers and customers to visit her at the event, which took place on Saturday, December 4.

*The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony*, offers a comprehensive view of how Cisco® undertook the largest IP Telephony deployment in industry history and is a must-have reference book for anyone considering or currently migrating to a Cisco IP Communications Solution.

Stephanie Carhee is a senior project manager with the Cisco IP Communications Services Marketing team. With more than 15 years of project management experience, Carhee was an IT project manager for voice services in the Strategic Program Management Group, and was team lead for the Cisco migration to IP Telephony.

### *The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony*

Stephanie Carhee

ISBN: 1-58720-088-0

To learn more about this book visit the product page at

[www.ciscopress.com/1587200880](http://www.ciscopress.com/1587200880).



## EVENTS

### Networkers 2004 EMEA

December 13–16

Cannes, France

Questions regarding the *Cisco Press Connection* can be directed to [jamie.adams@ciscopress.com](mailto:jamie.adams@ciscopress.com). Past issues can be found online at [www.ciscopress.com/press](http://www.ciscopress.com/press).