CISCO SYSTEMS

Cisco Press Messenger
Your Source for Coverage and Current Events

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 of Cisco Press products and drive awareness and demand across all channels.

Coverage and Commentary

See which Cisco Press titles and authors are creating a buzz in the media community
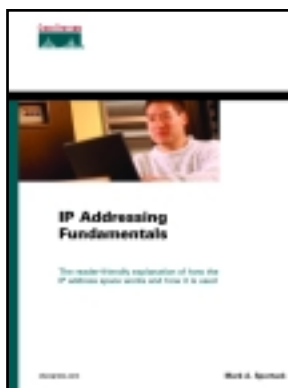
IEEE Communications MAGAZINE

IEEE Communications Magazine February 2003
Print circulation: 56,000

Targeted at network and communication professionals, the print and online versions of the publication reviewed *Advanced IP Network Design* (CCIE® Professional Development).

"…The book is a valuable source of information about IP network planning from the routing point of view. Both network engineers and graduate students will find this book useful due to a large number of practical examples that clarify the presented design principles. For those not familiar with routing protocols the included appendices will be a great introduction to this subject."

http://www.comsoc.org/~ci/public/2003/Feb/index.html
(click Book Reviews)

1-58705-067-6

Barnes & Noble Editor Review
February 2003

IP Addressing Fundamentals received accolades, as Barnes & Noble reviewer Bill Camarda gave his two cents.

"Read IP Addressing Fundamentals *and you'll understand this stuff well enough to teach it, which is exactly what author Mark A. Sportack does for a living. He gives you the big picture, shows how every element fits into the overall system, and explains why IP addressing has evolved as it has—full of stopgap solutions that now seem permanent…. What a shame it took so long to get an IP book this accessible."*

http://search.barnesandnoble.com/textbooks/booksearch/isbnInquiry.asp?userid=6BGIPEZCT9&isbn=1587050676&TXT=Y&itm=2

InfoWorld

InfoWorld.com January 22, 2003
Print circulation: 220,000

As one of the top trade publications in the industry, InfoWorld has a strong following. The online edition of the publication featured ***Web Security Field Guide*** author Steve Kalman in a live "Ask the Expert" forum. The event allowed end users to gain answers to their most talked about security questions. Ciscopress.com promoted the event.
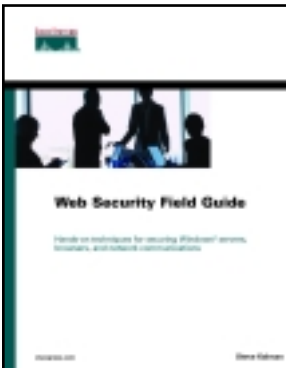
http://idiscuss.infoworld.com/webx?50@@.2cb4ebe6/0

Help Net Security reviewed several Cisco Press titles in recent months–see what the security site recommends.

Cisco Secure PIX® Firewalls

"The authors state that the goal of this book is help users refresh their knowledge of basic PIX operation as well as to delve into more advanced configurations. Do they succeed in accomplishing this? Completely. The authors managed to put a lot of knowledge into this book, and combine it with useful diagrams and screenshots to facilitate the understanding of the material. If you're a PIX user this book should definitely be on your bookshelf, you're going to benefit a lot from it."

http://www.net-security.org/review.php?id=27

Web Security Field Guide

1-58705-092-7

"This guide should be of interest to the novice and intermediate readers interested in enhancing the security of their Microsoft based installations. The visual guides, which fill about 50% of the book, will be of a great use to some. If you like 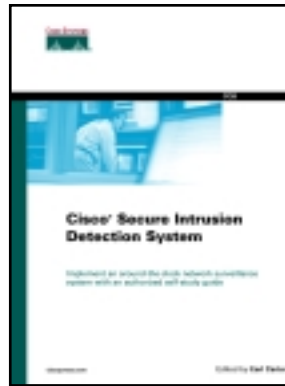to see actual situations in the way of reading the topic and checking the screen shots at the same time, you'll love the book."

http://net-security.org/review.php?id=31

Cisco Secure Virtual Private Networks

"If your organization uses Cisco products and plans to deploy a Virtual Private Network, this book will help a lot. The educational value of the book can be seen through a series of questions that are presented after each chapter, and can be used for testing the knowledge of the read material."

http://www.net-security.org/review.php?id=33

1-58705-034-X

Cisco Secure Intrusion Detection Systems

"Developed as a written reference to support some of the Cisco Systems security related training courses, Cisco Secure Intrusion Detection System *will provide a vast quantity of information. The book offers a comprehensive guide through all the perspectives of planning, deploying and maintaining* Cisco Secure Intrusion Detection System*. The questions/answers placed after every chapter, testing your knowledge of the read material, are a great educational supplement to the book. I highly recommend this book."
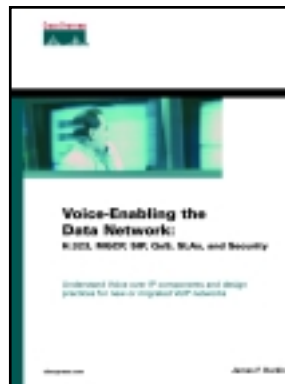
http://www.net-security.org/review.php?id=35

In a piece entitled "Cisco Press Guide on VoIP Useful to Carriers Who Want to Install Cisco Gear," **Voice-Enabling the Data Network: H.323, MGCP, SIP, QoS, SLAs, and Security** was featured in a full-page book review.

http://www.itbusiness.ca/index.asp?theaction=61&sid=51096

1-58705-014-5

About.com January 27, 2003
33.2 million visitors per month

In a brief article in the computer certification section entitled "Top 6 Cisco Certification Books," Cisco Press titles blew away the competition! Those books included were *CCIE Practical Studies*, *CCNP® Certification Library*, *CCNA® Practical Studies*, *Cisco CCNA Exam #640-607 Flash Card Practice Kit*, and *Cisco CCNA Exam #640-607 Certification Guide*.

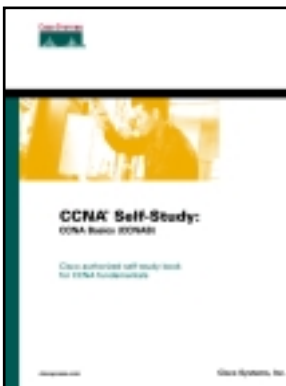http://certification.about.com/cs/toppicks/tp/ciscobooks.htm

Delphi Forums December 2002, January 2003

Two Cisco Press titles appeared in the Computers and Science book category. Each title received full paragraph descriptions. Those included were *IP Addressing Fundamentals* and *Web Security Field Guide*.

http://forums.delphiforums.com/n/main.asp?webtag=stevo1&nav=messages&msg=52.1&prettyurl=%2Fstevo1%2Fmessages%2F%3Fmsg%3D52%2E1

Library Bookwatch January 2003
Print circulation: 17,000

Included as a new title announcement in the print newsletter as well as online, *E-Support: How Cisco Systems Saves Millions While Improving Customer Support* received a full paragraph description. All product announcements in the Library Bookwatch are also featured on InternetBookwatch.com and Midwestbookreview.com.

1-58705-107-9

Amazon Reviewer January 2003

In a brief review of *CCNA Self-Study: CCNA Basics (CCNAB)* the reviewer had this to say about the new Cisco Press title: *"What Cisco Press has done is put together the first book you need if you are new to Cisco and the certification arena.... This self-study book will get you started towards the CCNA* certification as well as the CCDA certification. In fact this book should become part of the *CCNA Preparation Library.... For the person just getting started this is an excellent place to begin."*

SearchNetworking.com and **Electronic newsletter**
January 27, 2003
100,000 subscribers

In an article entitled "The Essential VoIP Bookshelf" two Cisco Press titles *Integrating Voice and Data Networks* and *Cisco Voice Over Frame Relay, ATM, and IP* were listed as necessary titles for your VoIP bookshelf.

http://searchnetworking.techtarget.com/tip/0,289483,sid7_gci876037,00.html

searchNetworking.com

SearchNetworking Electronic newsletter
100,000 subscribers

Each month SearchNetworking features Cisco Press titles in its e-newsletters pointing readers to exclusive chapter excerpts online. Some of the coverage in January and February included

Troubleshooting IP Routing Protocols
January 7, 2003

Top-Down Network Design
January 9, 2003

Troubleshooting Cisco IP Telephony
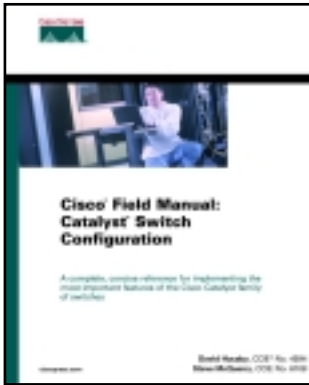January 13 and 16, February 3, 2003

Inside Cisco IOS® Software Architecture
January 15 and 29, 2003

Cisco Secure PIX Firewalls and
Cisco Secure Virtual Private Networks
February 19, 2003

http://searchnetworking.techtarget.com/bestWebLinks/0,289521,sid7_tax292975,00.html

SciTech Book News March 2003
Print circulation: 17,000

Print title announcements of the following were included in SciTech Book News: *Cisco Field Manual: Catalyst® Switch Configuration*, *Cisco Internet Applications and Solutions Self-Study Guide*: *Cisco Internet Solutions Specialist*, *Cisco Internet Architecture Essentials Self-Study Guide: Cisco Internet Solutions Specialist*, and *IS-IS Network Design Solutions.*

Computer Dealer News January 29, February 5, and February 12, 2003 respectively
Print circulation: 17,484

Continuing to educate readers on new technologies, Computer Dealer News posted a three part series excerpt of *Voice-Enabling the Data Network: H.323, MGCP, SIP, QoS, SLAs, and Security*.

http://www.itbusiness.ca/index.asp?theaction=61&sid=51243
http://www.itbusiness.ca/index.asp?theaction=61&sid=51281
http://www.itbusiness.ca/index.asp?theaction=61&sid=51420

Communications Technology

Editor quote from **Communications Technology Magazine** March 2003

Telephony Editor Justin Junkus, writes a monthly telephony column for the print publication, which covers telephony and data topics. After reviewing *Voice-Enabling the Data Network: H.323, MGCP, SIP, QoS, SLAs, and Security* Junkus concluded:

"Mr. Durkin has written a very readable text. In my opinion, he has nicely summarized the standards and protocols pertinent to VoIP in language that is understandable by both engineers and technical managers. By organizing the book in chapters that parallel the steps in setting up a VoIP network, Mr. Durkin has made a technical text into a practical guide to VoIP implementation. This presentation also makes it easy to find answers to particular questions on VoIP."

Certification

Certification Magazine February 2003
Print circulation: 42,000

In a brief mention in an article on certification tools, Cisco Press was included as a general reference.

"Many study guide publishers—including the likes of MS Press, Sybex Books, Que Certification, Cisco Press, Osborne/McGraw-Hill, and Syngress, to name just a few—also routinely bundle simulators with their printed materials."

Visit **www.ciscopress.com/pressroom** where you can download past issues of the *Cisco Press Messenger* and *Cisco Press Connection*, see great quotes for both Certification and Networking Technology titles and more!

Events

Catch Cisco Press at the following 2003 events.

VoiceCon
February 17-18, 2003
Washington, DC

Cisco Powered Network Operations Symposium
March 16-21, 2003
San Jose, CA

SANS
April 7-12, 2003
San Diego, CA

Networld+Interop
April 29-May 1, 2003
Las Vegas, NV

CableTec Expo
May 11-14, 2003
Philadelphia, PA

Networkers East
June 23-27, 2003
Orlando, FL

Networkers West
July 7-11, 2003
Los Angeles, CA

Attention Authors
Interviews are a great way to get your name out into the community. Other ways to help promote your title include newsletter coverage and writing technology articles, tips, and more for ciscopress.com. Interested authors can contact jamie.adams@ciscopress.com.
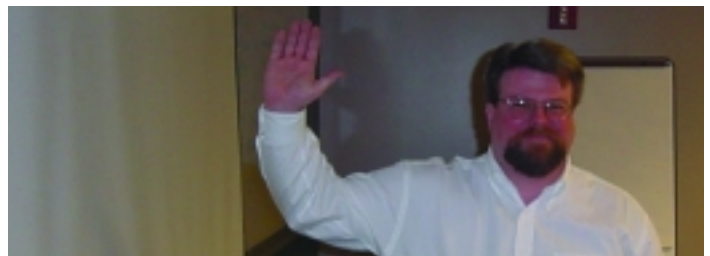
Author Corner

Author interviews and articles on ciscopress.com!

Two prominent Cisco Press authors take their turn in the media spotlight! Both interviews can be seen on ciscopress.com

Check out an online interview from ISP-Planet with author **Jack Unger**, as well as a review of his new book *Deploying License-Free Wireless Wide-Area Networks*! The ISP-Planet site receives approximately 1 million page views per month.

In an online interview feature with Help Net Security, **David Chapman**, author of *Cisco Secure PIX Firewalls* references his experience in writing with Cisco Press. The security site receives more than 450,000 page impressions per month.

"We did add a great deal of value in the way of author's notes and tips. I wrote all of the Appendices from scratch to include material that was not in the CSPFA course at the time but I felt was needed. Our greatest challenge on the project was learning how to properly format the content for submission to the reviewers and the Cisco Press Production Team. Fortunately, Cisco Press provided four exceptional Technical Editors and a top notch Development Editor. Andy and I would have turned out a much less complete book without their guidance and input."