



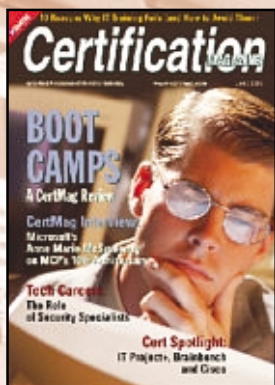
# Cisco Press Messenger

Your Source for Coverage and Current Events

July 2002



## Coverage and Commentary



**Certification Magazine** June 2002—Grab a copy of *Certification Magazine's* June issue and see three Cisco Press titles included in the Bookshelf Section. Featured in a list of 10 chosen certification books, *Cisco® CCNA® Exam #640-607 Certification Guide* and *Cisco OSPF Command and Configuration Handbook* were the first two titles listed. *MPLS and VPN Architectures*, CCIP™ Edition was also included; *Certification Magazine* is read by more than 42,000 IT professionals each month.

**Packet Magazine** Online June 10th, 2002—Featured in the online edition, Packet Magazine highlighted Cisco Press.

*"The latest offerings from Cisco Press help networking professionals expand their knowledge of common networking technologies, including IP routing protocols, Open Shortest Path First commands, and storage area networking solutions, among others. The books offer practical, hands-on advice for working with Cisco gear as well as self-study books for Cisco certification exams."*



**Packet Magazine** Online followed up with title announcement paragraphs for *Troubleshooting IP Routing Protocols*, *CCNP® Practical Studies: Routing*, *Cisco ISP Essentials*, *Storage Area Network Fundamentals*, and *Cisco OSPF Command and Configuration Handbook*. For the full article see <http://www.cisco.com/warp/public/784/packet/weeklyupdate.html>.



**SciTech Book News** June 2002—*Cisco ATM Solutions* was included in the June print issue of SciTech Book News. In addition to the print publication, SciTech Book News feeds reviews and announcements to important internet sites like amazon.com, powells.com, and barnesandnoble.com.

**Computer World** Online May 27th, 2002—*Voice over IP Fundamentals* received exciting coverage when *Computer World Magazine* referenced the title in a piece on IP telephony resources. *Computer World* is circulated to over 200,000 IT professionals. Read more at <http://www.computerworld.com/management/topics/xsp/isptelecom/story/0,10801,71404,00.html>

*"Voice over IP Fundamentals, by Jonathan Davidson and James Peters (Cisco Press, 2002), offers a solid introduction to IP telephony concepts that could easily serve both as a management overview and an essential architectural reference for support technicians who need to get up to speed with the technology."*

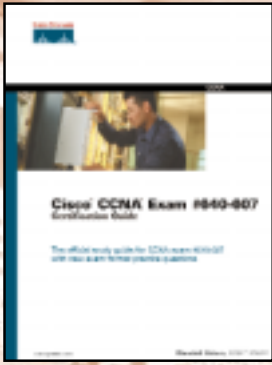
**Computoreedge** June 7th, 2002—A weekly publication with over 80,000 subscribers, *Computoreedge Magazine* reviewed *Troubleshooting IP Routing Protocols* in both the print and online issues.

*"Troubleshooting IP Routing Protocols gives the reader an overview of routing, and then concentrates on the troubleshooting steps an engineer would take to resolve various routing protocol issues that arise in a network."*

The book received four "globes" out of five. To see the full review check out <http://www.computoreedge.com/Archive/Editorial%20Archive/023/world023.pdf>

**SearchNetworking eNewsletter** June 3, 10th and 13th 2002—Referencing a handful of Cisco Press titles in the month of June, two products that were featured as the product of the week were CIM, *Voice Internetworking: Basic Voice over IP* and *Cisco Internetwork Design*. The latter also had an excerpt from Chapter 1 posted on their site.

1-58720-055-4



**Poughkeepsie Journal** May 12th, 2002— Reaching over 54,000 subscribers daily, the New York newspaper printed a short paragraph entitled "Cisco Press Develops Certification Manuals."

*"Cisco Press at [www.ciscopress.com](http://www.ciscopress.com) is a partnership between Cisco Systems® and the Pearson Education division of Pearson plc, and is the official provider of Cisco certification and training books and technology learning materials. Cisco Press develops the products designed to help users prepare for certification and to implement and support a diverse range of networking technology issues. The web site also offers information on Cisco certification options, new exams, and upcoming networkers' conferences."*

1-58720-053-8



**Certmag.com** June 2002—Added to the long listing of Cisco Press titles in their bookshelf section, Certmag.com chose three new titles from Cisco Press to highlight for the month of June. *CCIE® Routing and Switching Exam Certification Guide*, *eSupport*, and *Interdomain Multicast Solutions Guide* were among those added.

1-587205-041-2



**IT Contractor** Online June 2002—August Cisco Press title *eSupport*, was added to an online Bookshelf listing of prominent technology books. *IT Contractor Magazine* has over 45,000 subscribers.

**Cramsession.com** May 15th, 2002— According to Cramsession.com, "The Cisco Press CCNA book (*Cisco CCNA Exam #640-607 Certification Guide*) covered almost everything that you needed to know for the test, although there were several questions (on the test) that could have only been answered by having had experience in networking." For the full article visit <http://studyguides.cramsession.com/cramsession/cisco/ccna/tips.asp>.

**Compbookreview.com** June 2002—Again featured for the full month of June, six Cisco Press titles were given the star treatment. A side bar was created to show book cover images on every page of the review site. Books showcased include *Cisco CCNA Exam #640-607 Certification Guide*, *Storage Area Network Fundamentals*, *CCNA Practical Studies*, *Cisco ISP Essentials*, *Cisco OSPF Command and Configuration Handbook*, and *Cisco WAN Switching Professional Reference*.


**Swynk.com** June 3rd, 2002—Tagged as the most comprehensive system administrator's site, Swynk.com reviewed several Cisco Press books in the month of June. Not only did they reference the books online, but they also included them in outbound electronic newsletters on June 3, 10, and 24. Below are snippets of each assessment, for the full review visit the link provided.

*"(CCNP Practical Studies: Routing) is an excellent complement to CCNP courses and study guides and provides candidates with dozens of scenarios covering topics like IP, routing, OSPF, EIGRP, and BGP."* <http://www.swynk.com/books/CCNPPractical.asp>

*"(Cisco WAN Switching Professional Reference) can be used as a textbook for Cisco WAN switching courses or simply as a comprehensive reference manual for those who need to work with Cisco WAN switching gear...Definitely a well-written book, and essential for the experienced networking professional who works with Cisco gear."* <http://www.swynk.com/books/CiscoWANSwitching.asp>

*"(Developing Cisco IP Phone Services) is written in a lively tone and is entertaining to read. Although it is written from a developer's perspective, the level is not too advanced and easy to follow, which I like."* <http://www.swynk.com/books/CiscoIPPhone.asp>

The *Cisco CCNA Exam #640-607 Certification Guide* was recently announced in the Swynk.com electronic newsletter, "This CCNA self-study book is the only one authorized by Cisco, and it's the best CCNA study guide Mitch has seen to date." For the review visit <http://www.swynk.com/books/CiscoCCNA.asp>.

 For publicity clips or information, please contact Jamie Nowlin at [jamie.nowlin@ciscopress.com](mailto:jamie.nowlin@ciscopress.com).



## Certification News flash

### CCNP Exams Updated: Cisco Press Products Continue to Prepare Candidates

Aiding certification candidates in their self-study preparation, the Cisco Press product line has been 600-series-approved in conjunction with the updated CCNP Exams that Cisco Systems announced earlier this month. The exam objectives have not changed and therefore, Cisco Press titles are absolutely appropriate for CCNP self-study. Newly introduced to the Cisco Press certification and training line is the Practical Studies series, which provides users with a self-study resource for obtaining practical hands-on experience. These valuable learning resources are especially relevant now that simulation-based questions have been added to the CCNA and CCNP Routing and Remote Access Exams to test a candidate's hands-on networking skills. Cisco Press works side-by-side with Cisco Systems to develop timely self-study guides that are designed to fit the needs of the marketplace. As the official publisher for Cisco Systems, Cisco Press has the only approved and recommended products for CCNP self-study.

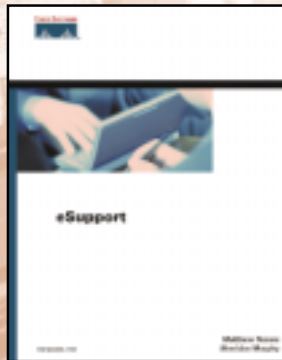
### Rapid CD-ROM Replacement Program Takes Effect

A CD-ROM replacement program has been implemented for the first two printings of the *Cisco CCNA Exam #640-607 Certification Guide* and the first printing of the *Cisco CCNA Exam #640-607 Flash Card Practice Kit*. Currently available for those needing updated versions, information on the Cisco Press Web site and a phone number, through Pearson Customer Support, is available for users to call to receive an updated CD-ROM: 1-800-428-5331. The quick response from Cisco Press is evident in the analyst review below...

*"(Cisco CCNA #640-607 Exam Certification Guide) is a guide to the successful completion of the CCNA #640-607 examination, which is the reason why most people will buy it... The initial CD-ROM (containing a test engine and other tools) shipped with the book was problematic. Readers encountered problems when doing the practice exams. Cisco Press has now responded with an updated version of the CD, which is available to purchasers of the book. This CD should prove to be a valuable tool in preparing for the exam. All in all, the book is a mine of information and provides a good overview of networking concepts. It is a valuable tool when preparing for the Cisco CCNA #640-607 exam, especially with the updated CD-ROM."*—IDC Analyst, Chris Barnard



## Coming Soon Spotlight



### eSupport

Andrew Connan and Vince Russell  
1-58720-052-X  
\$24.95 • August 2002

### Save millions and keep customers happy with an eSupport system!

Companies can learn how to save millions of dollars annually while improving their customer support responsiveness with Internet-based support systems. *eSupport* is a guide to how Cisco Systems was able to build an interactive website that provides product information, troubleshooting assistance and other valuable customer support tools. This series of interviews included in the title shows how

Cisco built a system that handles over half-a-million customers annually, reduces or eliminates on-hold time, empowers users to find their own solutions, and saves Cisco Systems millions of dollars annually in reduced labor costs. Companies will learn from members of the Cisco team that designed, created, implemented, and manage their eSupport system, known as TACWeb.

*"Cisco TAC Web [the Cisco Systems eSupport system] is an integral part of our e-business strategy by allowing Cisco to reduce the number of phone calls, and telephone technicians, while still providing immediate and thorough customer service, which is our number-one priority. This allows both Cisco and the customer to reap the productivity benefits e-business solutions offer."*—John Chambers, President and CEO, Cisco Systems, Inc.



## Conferences/Events

### Networkers East

July 8—12, 2002 • Orlando, FL

A technology-rich training event for 3,000 Cisco Systems power users.  
[www.cisco.com/networkers](http://www.cisco.com/networkers)

This year Cisco Press has exciting marketing programs like recommended readings, author signings and videos planned. Promotions and giveaways will also hit networkers at both shows supplying users with valuable learning tools like networking magnets, folios, product guides, and library giveaways!



## Cisco Press Product Feature

**Back-to-School Time!**—It's hard to believe that high schools, colleges, and universities will be returning to class in a few short weeks. The bookstores are gearing up for the mad rush of students preparing and purchasing books for the upcoming Cisco Networking Academy Program courses as Cisco Systems estimates over 320,000 registered for fall classes.

### Stock up on these Networking Academy best sellers:

First-Year Companion Guide, Second Edition • ISBN 1-58713-025-4

Lab Companion, Volume I, Second Edition • ISBN 1-58713-027-0

Engineering Journal and Workbook, Volume I, Second Edition • ISBN 1-58713-026-2

Second-Year Companion Guide, Second Edition • ISBN 1-58713-029-7

Lab Companion, Volume II, Second Edition • ISBN 1-58713-030-0

Engineering Journal and Workbook, Volume II, Second Edition • ISBN 1-58713-031-9

For a complete list of Networking Academy products visit [www.ciscopress.com/netacad](http://www.ciscopress.com/netacad).

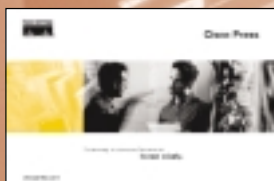


## Special Promotions & Programs

### Hot Promos Turn Up the Heat at Networkers

Exciting and smart Cisco Press Giveaways will be grabbing the attention of Cisco's power users at Networkers 2002!

- An electronic folio CD-ROM with over 50 chapter excerpts has been created as a giveaway for the first 3,000 networkers to help drive full-book purchases of the 50 featured Cisco Press titles!
- Early reviews are in and Cisco Press has a winner! Cisco Press Networking Magnets will be launched at this year's event for 1,000 lucky attendees. This limited edition collection will be FREE with book purchase and includes 30 different networking icons, from routers to IP phones.
- The latest Cisco Press Product Guide will also be distributed to over 8,000 attendees. This 48-page guide features more than 120 Cisco Press titles from the Cisco Press Networking Technology, Certification and Training, Cisco Interactive Mentor, and Cisco Networking Academy Program product lines.



### Instructor Survey Collects Adoption Rates and Product Feedback

Cisco Press is conducting a survey of Networking Academy instructors to gain a further understanding of the rate of adoption of the eight new courses, as well as to request feedback on current Cisco Press Networking Academy titles. Instructors that take the survey are automatically entered to win one of twenty Cisco Press twelve-book technical libraries for their Networking Academy!

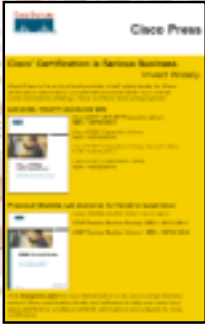


## June-July Advertising

### Trade Advertising

**MCP Magazine**  
June 2002 Issue  
130,000 subscribers

**Network World Magazine**  
June 24, 2002 Issue  
170,000 subscribers



**MCP Magazine**  
July 2002 Issue  
130,000 subscribers

**Network World Magazine**  
July 8, 2002 Issue  
170,000 subscribers

**Packet Magazine**  
July 2002 Issue  
110,000 subscribers

### Email Newsletter Sponsorships

**CertCities**  
18,000 Certification Candidates  
June—July 2002 • 4 Insertions

**Network World**  
28,000 IT Professionals  
June—July 2002 • 6 Insertions

**TCPMAG**  
24,000 Cisco Professionals  
June—July 2002 • 6 Insertions

### Web Site Advertising

Cisco Press is the exclusive sponsor of the Cisco Salary Survey at [TCPMag.com](http://TCPMag.com)  
19,000 + Unique visitors per month

Cisco Press banner advertising at Network World Online  
100,000+ IT Professionals



## Extend Your Voice and Exposure

Share your thoughts and expertise through article contributions at [www.ciscopress.com](http://www.ciscopress.com). By writing an informative piece, you will be educating your readers and promoting your title. Articles can be used on the web site, external sites, or in Cisco Press marketing vehicles such as the print or electronic newsletters.

Anne Smith, co-author of two Cisco Press titles, *CallManager Fundamentals: A Cisco AVVID Solution* and *Developing Cisco IP Phone Services: A Cisco AVVID Solution*, contributed a piece entitled "Demystifying Convergence and VoIP" and Matt Castelli, author of *Network Consultants Handbook*, contributed "I Have a Network, Now What?!" Read their articles at [www.ciscopress.com/promotions](http://www.ciscopress.com/promotions). For inquiries regarding how you can participate, contact Tracy Hughes at [tracy.hughes@ciscopress.com](mailto:tracy.hughes@ciscopress.com).



For questions/comments regarding the Cisco Press Messenger, please contact Jamie Nowlin.