



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

COMMUNITY OUTREACH

AUTHOR CORNER

## Coverage and Commentary

Read the buzz about Cisco Press titles from various media outlets!



### Press Releases

Cisco Press distributes releases to keep end users and media outlets up to date with certification changes, major news in the industry, and related Cisco Press titles.

#### CCIE® Announcement April 29, 2003

Cisco Press announced the first self-study security titles available for CCIE Security exam preparation. The titles mentioned were *Network Security Principles and Practices*, *CCIE Security Exam Certification Guide*, and *CCIE Practical Studies: Security*. Among the many sites that picked up this press release were the following:



#### Help Net Security

430,000 page views per month

<http://www.net-security.org/press.php?id=1387>

#### CBS Marketwatch

More than 9 million unique users per month

#### CCNA® Announcement June 24, 2003

Big news in the certification realm, Cisco Systems announced changes in the current CCNA exam. Aligning with the announcement, Cisco Press introduced its suite of products for the new CCNA 640-801, 640-811 and 640-821 exams: *CCNA ICND Exam Certification Guide* (CCNA Self-Study), *CCNA INTRO Exam Certification Guide* (CCNA Self-Study), *CCNA Certification Library* (CCNA Self-Study), and *CCNA Flash Cards and Exam Practice Pack* (CCNA Self-Study). The following outlets ran the news:



#### Cnet.com

55 million users

<http://investor.cnet.com/investor/news/newsitem/0-9900-1028-21299935-0.html?tag=ats>

#### Help Net Security

430,000 page views per month

<http://www.net-security.org/press.php?id=1488>





## About.com

33.2 million visitors per month

<http://certification.about.com/cs/cisco/a/Ciscopress0624.htm>

## USA Today

<http://markets.usatoday.com/custom/usatoday-com/html-story.asp?guid=%7BBC99450E%2DDC21%2D47BF%2DA96E%2D5FAC366C455C%7D>

## Yahoo!

[http://biz.yahoo.com/prnews/030624/nytu095\\_1.html](http://biz.yahoo.com/prnews/030624/nytu095_1.html)

## Enterprise Networks and Servers

Circulation: 30,000

<http://www.enterprisenetworksandservers.com/newsflash/art.php/99>



## Certification Magazine

Circulation: 42,000

<http://www.certmag.com/common/newscenter/newsdisplay.cfm?id=2111>

For additional coverage on the CCNA announcement contact [jamie.adams@ciscopress.com](mailto:jamie.adams@ciscopress.com)



## Announcements

Book announcements and mentions are one more great way for Cisco Press titles to get their time in the spotlight. Online and print publications often list new titles as hot releases, recommended reading, and top-sellers.

**Certforum.com** June 24, 2003

The site features the Cisco Press title *CCNP Practical Studies: Troubleshooting* on the home page as the prize in its monthly book raffle.

**Information Security Bulletin** June 24, 2003

More than 5,500 subscribers

The site features announcements of *Cisco Networking Simplified*, *CCIE Practical Studies: Security, MPLS and VPN Architectures*, and *Cisco Catalyst® QOS: Quality of Service in Campus Networks*.

<http://www.chi-publishing.com/portal/index.php?id=476>



## Book Reviews

Cisco Press has had titles reviewed by some of the largest IT publications and web sites in the industry. These reviews often feature great recommendations and have many positive things to say about our latest titles.

**End User Reviewer Grant Willey** June 29, 2003

Review of *Deploying License-Free Wireless Wide-Area Networks*:

*"While there are a plethora of theoretical RF & wireless technology books already in print, no single publication dedicates its content to explaining the technologies like this book does. In addition, I appreciate the author's strong emphasis on installation and technician safety—an area not many authors seem to write about. This book will not bog you down in theoretical RF discussions, but rather allows you to learn through the introduction of real-life examples, explanations, and suggestions implemented by the author's actual installation experiences."*



“ I haven't found any other publications dedicated to the planning, installation, and maintenance of wireless WANs! ”

Review on ***Deploying License-Free Wireless Wide-Area Networks***:

*"I was really happy to see years of author's experience, smoothly transformed into text. This can be especially seen from the chapters dealing with physical specifications of wireless networks and site surveys. Overall, Deploying License-Free Wireless Wide-Area Networks is a very good guide aimed to the IT savvy people interested in planning and deploying broadband wireless Wide Area Networks. The publication should also be of interest to anyone who sees the obvious advantages of wireless networking, as it provides must-read information on wireless fundamentals and wire-free network planning."*

<http://www.net-security.org/review.php?id=64>

**Amy D. Wohl's Opinions—Volume 3, Issue 11** April 16, 2003

This opinion newsletter launched with a review of ***Telecommunications Technologies Reference***:

*"We thought we'd start this exploration with Cisco Press, because we've been finding one of their books particularly useful.... Authors Bradley Dunsmore and Toby Skandier have written a very useful guide to telecommunications standards. Telecommunications Technologies Reference ... is at that wonderful level where a beginner can understand it, but everything a professional might need is there."*

<http://www.wohl.com/issue.htm>



**SearchNetworking.com E-newsletters** April 17, 22, 23, 24, May 6, 13, 15 2003

100,000 online subscribers

This newsletter announced several new titles under "Important Announcements and Links." Cisco Press titles mentioned include ***Troubleshooting Cisco® IP Telephony***, ***CCNP Practical Studies: Troubleshooting***, ***CCSP Cisco Secure VPN Exam Certification Guide***, ***CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide***, ***Voice over IP Fundamentals***, ***Integrating Voice and Data Networks***, ***Voice-Enabling the Data Network***, and ***CCIE Security Exam Certification Guide***.



**Help Net Security web site and E-newsletters** April 21, 28–May 5, 2003

430,000 page views per month; 5,200 subscribers

This weekly security newsletter features reviews for ***Cisco Secure Internet Security Solutions***, ***Fundamentals of UNIX Companion Guide***, and ***CCIE Security Exam Certification Guide***. The review of ***CCIE Security Exam Certification Guide*** stated the following:

*"As Cisco Systems intentionally made achieving CCIE Security certification a tough job, Cisco Press made a good choice by releasing this publication. The information compressed throughout the book provides ... a notable quantity of knowledge, which will be quite useful during this two-hour written exam."*

<http://www.net-security.org/dl/newsletter/pdf/issue158.pdf>

<http://www.net-security.org/dl/newsletter/pdf/issue159.pdf>

<http://www.net-security.org/dl/newsletter/pdf/issue160.pdf>

<http://www.net-security.org/review.php?id=67>



**Barnes & Noble Reviewer John Vacca** June 3, 2003

***IS-IS Network Design Solutions:***

*"This is an excellent book for IP networking professionals (at any carrier level) who want to get the most comprehensive design knowledge out of the Intermediate System-to-Intermediate System (IS-IS) routing protocol.... This is the book that puts it all together, in a text that is so well written and organized that the information seems to pop right off the page and into your brain!... Today's technological advances, amazing as they are, are worthless if you don't know how to use them. A thorough read of this outstanding book builds comprehensive skill levels, so that the technology can be used to create equally amazing new systems."*

<http://search.barnesandnoble.com/textbooks/booksearch/isbninquiry.asp?ISBN=1578702208&pdf=y&userid=35SA4FAG0C&sourceid=00000117640002127166>

“Of course all of its content has been thoroughly reviewed by Cisco’s exam professionals; it is a Cisco Press book, after all.”



**End User Reviewer Steven Ferguson** May 19, 2003

***CCSP Cisco Secure PIX® Firewall Advanced Exam Certification Guide***

*"Overall, I give the book a 5 out of 5. There were minimal technical errors, and I believe the authors have developed the best text available on the Cisco PIX Firewall. Even though a good understanding of IP and basic security principles would aid in the understanding of this book I would recommend the title to all levels of security professionals. If you are seeking certification or just looking for an excellent reference manual for the PIX, this is the best book available."*

**Barnes & Noble Newsletter** May 2003

Features a review on ***CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide*** and ***CCIE Security Exam Certification Guide***. The review states,

[http://www.barnesandnoble.com/newsletters/newsletters\\_cds2.asp?userid=6BGIZECT9&cds2Pid=992&PID=1181](http://www.barnesandnoble.com/newsletters/newsletters_cds2.asp?userid=6BGIZECT9&cds2Pid=992&PID=1181)



**Book Excerpts**

Cisco Press has an active book excerpt program that gets chapters and book content posted in technology forums and web portals, media sites, Cisco partner sites and other heavily trafficked areas by networkers and students. Getting the end-user into the pages of the books through these excerpts, drives book sales at our resellers.

**About.com** May 2003

*33.2 million visitors per month*

About.com will be posting Cisco Press excerpts every month. In May, the site featured excerpts from ***CCNP Practical Studies: Troubleshooting***, ***CCNP BSCI Exam Certification Guide***, and ***CCNP Practical Studies: Routing***.



**Enterprise Networks and Servers** May 2003

*30,000 subscribers*

The site posted full descriptions and chapter excerpts for ***DWDM Network Designs and Engineering Solutions***, ***IP Addressing Fundamentals***, ***E-Support: How Cisco Systems Saves Millions While Improving Customer Support***, and ***Network Security Principles and Practices***, among other certification guides.

<http://www.enterprisenetworksandservers.com/>



## Community Outreach

The Cisco Press User Group Program, [www.ciscopress.com/usergroup](http://www.ciscopress.com/usergroup), continues to grow as the program gains momentum and more groups join. The program provides registered groups with product news, marketing materials, and promotional giveaways and is another way that Cisco Press grows our involvement with our community. There are currently 49 qualified groups registered, totaling more than **10,000 members**.

### New Cisco User Groups Registered This Summer

- **Kahleej Cisco User Group** (Saudia Arabia)
- **Atlanta Cisco User Group**
- **Tokyo Cisco User Group**
- **Seattle Cisco User Group**
- **Singapore Cisco User Group**
- **Southern California Cisco Users Group**
- **Tampa Cisco Users Group**
- **Cisco Studies Cisco User Group** (Jacksonville, Florida)
- **Philadelphia Area Network Technologies User Group**
- **Southern Arizona Network User Group**
- **Valley Cisco User Group**
- **Costa Rica Cisco User Group**
- **Saudi Arabia (Dammam) Imthiyz Cisco User Group**
- **UWO Continuing Education Group**
- **Lowell MA Cisco User Group**
- **California** (Garden Grove)
- **Australia DD Insite Operators**

Many Cisco User Groups will post messages on their sites about the Cisco Press program and new titles, and provide links to [ciscopress.com](http://ciscopress.com). The following groups have recently added such features to their sites:

- **Great Lakes Cisco User Group**—posted Cisco Press as a sponsor on the home page
- **Modesto Cisco Users Group**—posted Cisco Press newsletter
- **Dallas/Forth Worth Cisco User Group**—posted a message about Cisco Press User Group Program
- **Carolina Cisco User Group**—posted a Cisco Press link and a message about the program
- **Cisco Midwestern Users Group**—posted program messaging and link to [ciscopress.com](http://ciscopress.com)
- **NT Engineering Association**—posted a Cisco Press link on sponsor page and links page, and listed a number of Cisco Press titles in the group's member library for members to check out
- **Cisco Studies Cisco User Group**—created a print newsletter to distribute to members informing them of Cisco Press offerings and benefits



## Author Corner

Authors have an exciting opportunity to participate in online interviews or write technology articles and tips after their manuscripts are completed. This is a great way for authors to get their names out to the community, promote their new titles, and increase media presence and coverage.

**GoCertify.com** May 6, 2003  
*250,000 page views per month*

**Greg Bastein**, author of *CCSP Cisco Secure PIX Firewall Advanced Exam Certification Guide*, shares some of his ideas and thoughts with readers in this online interview.

<http://www.gocertify.com/article/bastien.shtml>



**InfoWorld** **InfoWorld.com** May 9, 2003  
*700,000 unique users monthly*

**Jack Unger's** book *Deploying License-Free Wireless Wide-Area Networks* was featured on this web site dedicated to providing IT information. A short description of the book was posted in the site's IT Book Corner. Unger then participated in an author forum on the web site May 22, and he also monitored the discussion and continued answering questions after the event.

<http://idiscuss.infoworld.com/webx?50@151.A8W4ad3Og3h.4@.2cb57ebe>



Questions regarding the Cisco Press Messenger can be directed to [jamie.adams@ciscopress.com](mailto:jamie.adams@ciscopress.com).

### Attention Cisco Press Authors

Authors interested in promoting their books by providing interviews, tips, articles, etc. can contact [jamie.adams@ciscopress.com](mailto:jamie.adams@ciscopress.com) for more information.