Coverage and Commentary

SearchNetworking April 15th 2002—Featured as the spotlighted book in the SearchNetworking eNewsletter, *MPLS and VPN Architectures*, by Jim Guichard and Ivan Pepelnjak, received notable coverage in the April 15th issue.

Cisco World Online and Print April 2002— In an article devoted to Cisco® PIX® Firewalls, David Chapman's title *Cisco Secure PIX Firewalls* was used as a resource referenced at the end of the article.

Examnotes.net April 15th 2002—"I was surprised to find that such a thin book (*Cisco Secure Internet Security Solutions*, Andrew G. Mason and Mark J. Newcomb) could contain such in-depth coverage of Cisco routers, Cisco firewalls as well as sample solutions for security threats and detected intrusions. But this well-rounded book seems to get right to the point and explains everything in full detail," said reviewer Tracey J. Rosenblath.

SearchNetworking April 15th 2002—The Cisco Press title *IS-IS Network Design Solutions* (Abe Martey) was featured as one of the highlighted items in an April electronic newsletter sent to all members. The title received more than a paragraph in coverage describing features of the book and where to purchase it.

IT Certification News April 11th 2002—In a recent review of the *Cisco CCNP® Training Kit* (Cisco Systems®), Jay Fougere, Editor of IT Certification News, concludes, "All in all, I would give this product a 9 on a 1-10 scale. It is intuitive, well structured, and comprehensive. Compared to the cost of a boot camp course, this product is an absolute bargain…this is a very nice package, and I would highly recommend it to anyone who is serious about earning their CCNP. "
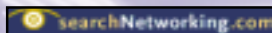
The Product Review Heaven April 8th 2002— The online product review site posted their comments of *Cisco WAN Switching Professional Reference*, giving the title 4 out of 5 stars! "The author does a great job of documenting the information," says reviewer Mike Woznicki.

Cisco World Online and Print April 2002— Appearing in the bookshelf section of Cisco World Magazine, several Cisco Press titles were featured as new titles to watch! Those included were *Developing Cisco IP Phone Services: A Cisco AVVID Solution*; *IS-IS Network Design Solutions*; C*CIE® Practical Studies*, Vol. I; *Cisco Field Manual: Router Configuration*; *Cisco Secure Virtual Private Networks*; *Cisco Secure PIX Firewalls*; *Cisco IP Telephony*; *Network Consultants Handbook;* and *Troubleshooting IP Routing Protocols*.

Examnotes.net April 1st 2002—"Computer Networking Essentials (Debra Littlejohn Shinder) is an excellent book to use to provide you with the background needed to set up a small network, or to prepare for the CCNA® and Network+ exams," says a reviewer at Examnotes.com.

Cisco World Online and Print April 2002—A feature story on Cisco CCNA #640-607 tools ran on page 15 of the print publication and online! See what great CCNA #640-607 resources are available!

Communications Convergence Online and Print April 2002—In an article entitled "Cisco: Telephony's Touchstone?" two Cisco Press titles were included in a review of Cisco's AVVID technology. The books featured in the telephony publication were *Cisco CallManager Fundamentals* (John Alexander, Chris Pearce, Anne Smith, and Delon Whetten) and *Developing Cisco IP Phone Services* (Darrick Deel, Mark Nelson, and Anne Smith).

IQ Magazine March/April 2002—Appearing in a print piece entitled "Resources for Your Tech Team," Cisco Press was featured as the place to get Cisco certification training books. The short feature can be seen in the March/April 2002 issue.

IEEE Communications Online and Print March 2002—Appearing in the "Book Reviews" section, under the topic of "Readings in Mulitmedia Computing and Networking," *Advanced MPLS Design and Implementation* by Vivek Alwayn was outlined in detail. The reviewer references the title as a book that "network designers and students will find valuable!"

SW Quality Professional Online and Print March 2002—The magazine concluded the core networking title *Computer Networking Essentials*, (Debra Littlejohn Shinder) was "very readable" and recommended the book as a "good edition to the library of those who are network users and those who have a responsibility for the oversight of network."

For publicity clips or information, please contact Jamie Nowlin at jamie.nowlin@ciscopress.com.

Conferences/Events

Networld+Interop, Spring 2002
May 7–9, 2002
Las Vegas, NV
The networking industry's primary event with 30,000 networking professionals in attendance
www.interop.com

CableTec Expo
June 5–7, 2002
Austin, TX
Sponsored by the Society for Cable Engineering Technology (SCTE), with 12,000 telecommunication professionals seeking training and education on Cisco certification, networking basics, and convergence.
www.scte.org

Networkers West
June 24–28, 2002
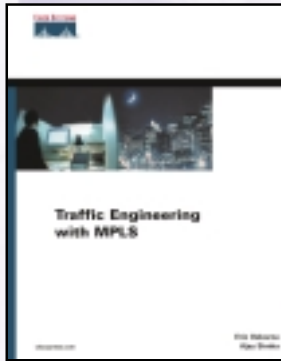San Diego, CA

Networkers East
July 8–12, 2002
Orlando, FL

A technology rich-training event for 5,000 of Cisco Systems® power users.
www.cisco.com/networkers

Traffic Engineering with MPLS
Eric Osborne and Ajay Simha
1-58705-031-5
$55.00 • July 2002

• Optimize network bandwidth with *Traffic Engineering with MPLS*

• Hard-to-find information on how to use MPLS traffic engineering to optimize network bandwidth, save on costs, and improve customer satisfaction

• Understand the theory of the protocols that comprise traffic engineering

• Learn configuration of traffic engineering and related services like QoS and ATM interaction

• Network designs, configuration examples, and a case study provide readers with working solutions they can implement on their networks

"*Traffic Engineering with MPLS* is the latest in a line of switching and MPLS titles from Cisco Press that includes such established performers as *Cisco LAN Switching, Building Cisco Multilayer Switched Networks*, and *MPLS and VPN Architectures*; last year's strong-selling *Advanced MPLS Design and Implementation*; and the recently published *Cisco WAN Switching Professional Reference*. This book will be the first of its kind, providing readers with a one-stop reference on how to use MPLS traffic engineering and associated features to get better use out of their network bandwidth. Authors Eric Osborne and Ajay Simha exploit their combined expertise in *Traffic Engineering with MPLS* to show readers how to use MPLS TE to save money, apportion special services, and improve network performance."

—John Kane, Cisco Press Editor-in-Chief

1-58705-031-5

CCNA Dominates Bestsellers Lists

Cisco CCNA Exam #640-607 Certification Guide hits #1! This title ranked #1 on Amazon.com in the "Computers and Internet" section, and #1 in the "Certification" Category at both Barnes and Noble and barnesandnoble.com as CCNA certification candidates look to Cisco Press for the best and official word in preparation.

"With the new #640-607 exam out it is important to make sure that the material you study from is up to date and this book takes care of that…Odom has taken a great deal of time to ensure that the material does exceed the exam. This book is more than a study guide it is a great reference manual to have. Overall Odom has once again proven that he knows what you need to pass."
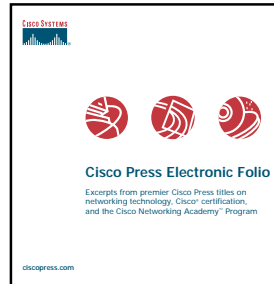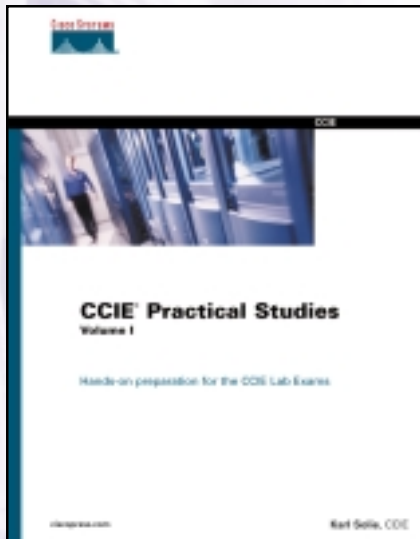
–Reader from Holland, MA

1-58720-055-4

Special Promotions & Programs

**Cisco Press Spring Giveaway—
50-Chapter CD-ROM Folio!**

12,000+ lucky networkers will receive one of these exciting new giveaways. Cisco Press packs more than 50 chapter excerpts into an electronic folio CD-ROM that will be distributed during the Spring 2002 conference and event schedule. This sampler features Cisco Press' strong and diverse product family and gives the customer immediate access inside each title to drive full-book purchases. The printed Cisco Press Folios from past years have been show stoppers— and we look forward to featuring even more titles for our audience in this compact, portable format.

**Get Experience. Get Certified.—
CCIE Practical Studies Promotion**

Over 6,000 registered for their chance
to win a FREE CCIE Bootcamp and Books

February—March 2002

Cisco Press partnered with Cisco Systems' 2001 Learning Partner of the Year Skyline Computer, as well as TCPMAG.com, CertCities.com, and Fatbrain.com to deliver a value-packed CCIE promotion to the networking community. The program was centered around the market launch of the *CCIE Practical Studies*, Volume 1 (ISBN: 1-58720-002-3) which provides networkers with scenarios and exercises for use on home and remote network labs and networking simulators. Cisco Press' partnership with Skyline Computer was a natural as Skyline offers remote network lab access—making Skyline labs and *CCIE Practical Studies* lab guide the perfect package. Sales of the book at Fatbrain.com were successful finding the title moving to #1 across all Certification and Training titles during the promotional period.

"This great book gives CCIE candidates the kind of info needed to present the new 1-day lab exam. I eagerly wait for Volume II of this book. If you are looking for clear and accurate study material for the CCIE Lab, this is the book you need!"

–Reader from Caracas, Venezuela

Trade Advertising

Packet Magazine
100,000+ Cisco Users
January 2002 Issue
2 Insertions

Packet Magazine
100,000+ Cisco Users
April 2002 Issue
2 Insertions

E-mail Newsletter Sponsorships

TCPmag.com
19,000+ Cisco Professionals
January–April 2002
3 Insertions

CertCities.com
18,000 Certification Candidates
January–April 2002
2 Insertions

Extend Your Voice and Exposure—Call for Content

Are you a Cisco Press author with a little time to spare? We have an exciting opportunity for you to help promote your title and get your expertise out there! Contributing articles for www.ciscopress.com as well as InformIT and other outside partners can be a great way to reinforce your audience's recognition of your expertise in a particular field, as well as a means of highlighting your title. Other opportunities also exist in contributing content to publications and journals covering your particular area of interest. All contributions will be reviewed and submitted for posting on the Cisco Press site. See Wendell Odom's piece on the new CCNA exam at **http://www.ciscopress.com/ccna**.

**For details on author opportunities,
please contact Tracy Hughes at tracy.hughes@ciscopress.com.**