



Coverage and Commentary

E-Support, by Andrew Connan and Vince Russell, definitely made waves in September by catching attention from business and financial sites such as:

- **CNN/Money**—4.1 million visitors per month
- **MSNBC**—15.5 million visitors per month
- **C/Net**—23.2 million visitors per month
- **Dow Jones Interactive**—280,000 subscribers per month
- **The Washington Post**—5.6 million unique users per month

Other industry sites covering the release of *E-Support* include **Black Enterprise Magazine, Cahners, Industry Scoop, Yahoo Finance, Service Provider Weekly, Reuters.com, Wall Street Research Net, Stockhouse: Empowering Investors, TechNN, and Interactive Investor.**

Packet Magazine Third Quarter 2002 Issue—
 In a print and online article, *Packet Magazine* highlighted *Developing Cisco IP Phone Services: A Cisco AVVID Solution* in a sidebar within author Anne Smith's feature article.

View the article and sidebar at:
<http://www.cisco.com/warp/public/784/packet/jul02/p21-technology.html#title>

IEEE Communications Magazine September 2002—
 The publication, with more than 56,000 subscribers, reviewed the Cisco Press title *IP Quality of Service* by Srinivas Vegesna.

"The book IP Quality of Service is a good example of putting theory into practice.... This book is valuable for students and professionals."

To read the full review visit the link and click 'Book Reviews.' <http://www.comsoc.org/~ci/public/2002/Sep/index.html>

Certification Magazine September 2002—Including an image and paragraph description for each title, the September issue of *Certification Magazine* featured *Cisco Field Manual: Catalyst® Switch Configuration*, *Cisco Internet Application and Solutions Self-Study Guide*, and *Cisco Internet Architecture Essentials Self-Study Guide*. This print publication reaches more than 42,000 subscribers monthly.

SciTech Book News September 2002—
 Announcements of the following Cisco Press titles graced the pages of *SciTech Book News: CCNP® Routing Exam Certification Guide, CCNP Switching Exam Certification Guide, Computer Networking Essentials, Dictionary of Internet-working Terms and Acronyms, and MPLS and VPN Architectures*. Full paragraph descriptions of each title were included.

About.com September 2002—*Storage Area Network Fundamentals* received praise in a recent review on About.com, which receives more than 33.2 million visitors per month.

"Excellent coverage of Fibre Channel technologies and nice discussion of SAN security issues and methods. The bottom line—good intermediate-level guide to SAN and Fibre Channel networking."

http://compnetworking.about.com/library/reviews/aapr-cisco_sanfundamentals.htm

Swynk.com September 3rd, 2002—Spotlighting four Cisco Press titles, the system administrator's site reviewed *CCNA® Practical Studies, Cisco ISP Essentials, MPLS and VPN Architectures, and Interdomain Multicast Solutions Guide*. Take a look at a few online snippets:

"In fact, you can learn a lot by simply reading the CCNA Practical Studies if you don't have access to a lab setup...another excellent book from Cisco Press. I give this book five stars out of five."

<http://www.swynk.com/books/CCNAPractical.asp>

1-58705-019-6



1-58705-043-9



1-58705-065-X



1-58705-041-2



"If you're a network engineer for an Internet service provider (ISP) that uses Cisco hardware, Cisco ISP Essentials is for you. Instead of having to dig around in IOS to find features and commands that might be of use to your setup, buy this book instead."

<http://www.swynk.com/books/CiscoISP.asp>

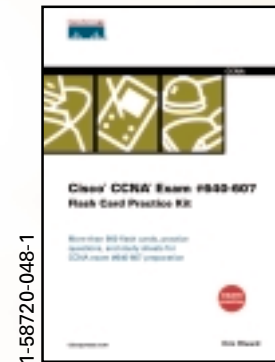
1-58705-019-6



Packet eNewsletter September 5th, 2002—The electronic newsletter featured Cisco Press in a short paragraph announcement informing readers of hot new titles. A link to the *Packet* site to read full text was also provided. Cisco Press titles in the roundup included *CCIE® Routing and Switching Exam Certification Guide*, *Troubleshooting IP Routing Protocols*, *MPLS and VPN Architectures*, *Interdomain Multicast Solutions Guide*, and *Traffic Engineering with MPLS*.

<http://www.cisco.com/warp/public/784/packet/weeklyupdate/072902.html>

1-58720-048-1



CertTutor.net newsletter September 6th, 2002—Featuring *Cisco CCNA Exam #640-607 Flash Card Practice Kit*, the electronic newsletter printed a title announcement of the product.

"Cisco Press released the Cisco CCNA Exam #640-607 Flash Card Practice Kit by Eric Rivard with more than 350 flash cards to test your knowledge of Cisco Certified Network Associate (CCNA) theory. The flash cards are available in print format or electronic formats (PC-, Palm-, and Pocket PC-compatible). You can test your proficiency in study mode or practice mode, so you can concentrate on topics that you need the most help with. The kit also features more than 550 practice-exam questions and 54 study sheets. Pricing is \$39.95."

1-58705-021-8



ECN August 1st, 2002—*Interdomain Multicast Solutions Guide*, received paragraph treatment on ECN's online site.

"By combining solutions-based ISDs with Cisco IOS configuration and command reference material, *Interdomain Multicast Solutions Guide* provides customers with a complete *Interdomain Multicast deployment guide*."

<http://www.e-insite.net/ecnmag/index.asp?layout=article&articleid=CA235988>

SearchNetworking September 11th, 2002—Posting an excerpt of Chapter 4 of *Voice-Enabling the Data Network: H.323, MGCP, SIP, QoS SLAs, and Security*, SearchNetworking featured the title online and in two issues of the electronic newsletter.

http://searchnetworking.techtarget.com/whitepaperPage/0,293857,sid7_gci850176,00.html

Providing a look inside the Cisco Press title *Troubleshooting IP Routing Protocols*—SearchNetworking also displayed an excerpt of Chapter 7 in an electronic newsletter and on its site. (You must be a registered user of searchNetworking.com to access this white paper.)

http://searchnetworking.techtarget.com/whitepaperPage/0,293857,sid7_gci850180,00.html

PC Stats.com August 12th, 2002—In a review on *Troubleshooting IP Routing Protocols*, the site state

"...For individuals engrossed in this kind of troubleshooting on a day-to-day basis, the book offers a wealth of valuable insight and information. For advanced users getting ready to take Cisco's CCIE exams, this book can be a very useful tool."

To view the full online review visit <http://www.pcstats.com/articleview.cfm?articleID=1191>

IEEE Network Magazine July–August 2002—Read by more than 12,000 subscribers in the print edition and featured online, the reviews of *Design and Implementation of DSL-Based Access Solutions* and *Troubleshooting IP Routing Protocols* were glowing with compliments.

"Design and Implementation of DSL-Based Access Solutions includes a proportionally large fraction of material that is not specific to Cisco equipment configuration. The distinguishing feature of the book is that digital subscriber line (DSL) technology is presented in the context of how service providers (CLECs or ILECs) can design and implement a scalable network in order to offer voice, video, and data services."



“Clearly, Troubleshooting IP Routing Protocols was written specifically for Cisco equipment users who are in technical and possibly managerial positions as well. Nevertheless, the wealth of real-life examples in more than 800 pages is a wide collection of representative problems experienced by its authors while at Cisco’s TAC that should suffice to give the intended audience a flavor of the problems most often encountered.”

<http://www.comsoc.org/ni/public/2002/jul/ninewbm.html>

Telecom Reseller August, 2002—Referring to the CCNP release announced earlier in the year, *Telecom Reseller* ran an article featuring the CCNP product line. The article, “Cisco Press Markets Products for Updated Certification Exams,” detailed the specifics on the exam and the Cisco Press titles that align with it.

Telecom Reseller is read by more than 27,000 industry professionals.



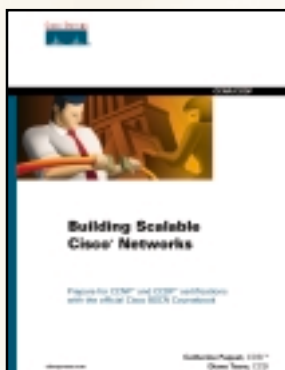
For publicity clips or information, please contact Jamie Adams at jamie.adams@ciscopress.com.

Cisco World Online September 9th, 2002—Featured in the education section on the site’s front page was an article introducing the Cisco Press CCNP product line.

<http://www.ciscoworldmagazine.com/monthly/2002/08/ccnp.shtml>



Certification News Flash



1-57870-228-3

CCNP Routing Exam Changes: Free Chapters from Cisco Press!

Recently Cisco Systems replaced the Building Scalable Cisco Networks (BSCN) routing exam and course with the new Building Scalable Cisco Internetworks (BSCI) exam and course. The coverage of the new BSCI course is similar to the previous course with an additional section on the IS-IS protocol.

Beginning in November, Cisco Press will post free chapters on ciscopress.com/ccnp to cover the IS-IS addition to the curriculum and bring our CCNP titles, including *Building Scalable Cisco Networks* (1-57870-228-3) and *CCNP Routing Exam Certification Guide* (1-58720-001-5), up to date for the new exam. With these chapter updates and the recent publication of *CCNP Practical Studies: Routing* (1-58720-054-6), which covers IS-IS, Cisco Press provides a complete and up-to-date BSCI self-study resource library.



Conferences/Events

Cisco Press is represented by our international offices and partners at the following events:

Networkers 2002
Seoul, Korea
October 9–11, 2002

Networkers 2002
Copenhagen, Denmark
October 21–24, 2002

Networkers 2002
Buenos Aires, Argentina
November 12–15, 2002



Coming Soon Spotlight



1-58705-092-7

Web Security Field Guide

Steve Kalman

1-58705-092-7 • \$50.00 • November 2002

Networks are broken into every day. Web sites are defaced. Viruses shut down network operations and deny services to both customers and employees. As organizations rely increasingly on the Internet to perform their companies' business, the impact of network security breaches grows more dramatic. The task of securing an organization's resources tends to fall on administrators who lack both the time and know-how to properly secure a network.

Web Security Field Guide is a how-to book, providing the steps to securing networks and the conceptual information to understand what these actions are doing. Network administrators who have part-time security responsibilities will be able to take this book, follow the steps, and prevent the vast majority of intrusion attempts. *Web Security Field Guide* covers the techniques for hardening the operating system, the Web server and the browser. It then addresses firewalls, access lists, ongoing security maintenance, and testing.



Cisco Press Product Feature



1-58705-036-6

Telecommunications Technologies Reference

Brad Dunsmore and Toby Skandier

1-58705-036-6 • \$50.00 • September 2002

Merging telecom and network telephony and data networks continues to be a challenging and growing market segment and publishing opportunity. As more and more domestic and international organizations migrate to new-era telephony systems from old telecom equipment, networking and telecom professionals alike need hands-on, workplace references that give them real tools for completing their tasks.

Dunsmore and Skandier outline the varied North American and international communications standards that these professionals must comprehend as they work to merge and understand the interplay between these technologies. With coverage of many telecommunications technologies such as DDS, ISDN, T1/E1, ATM and SONET, *Telecommunications Technologies Reference* provides a broad industry knowledge base. Tables, comparison charts, an NA and ITU line speed insert, and other elements make this an essential reference for telecom and networking professionals.

"Everything you need to know about telecommunications technologies in one reference book!"

-**TheDigest.com**, *The Internet Journal of the Telecom Industry*

Telecommunications Technologies Reference was recently mentioned in:

- *Publishers Weekly* September 9th, 2002 issue (33,000 subscribers)—mentioned in an article on Fall computer books.
- *Library Journal* October 15, 2002 issue (20,800 subscribers)—mentioned in an article entitled "Programming the Future: Publishers Come Back to Advanced Users".
- *SciTech Book News* December 2002 issue (17,000 subscribers)—treated as a new title announcement with paragraph description following.



Academy News

Cisco Networking Academy Program: Fundamentals of UNIX - Linux Supplement

In August, the Cisco Networking Academy Program launched Version 2.0 of the Fundamentals of UNIX Web-based course. To meet the needs of students and instructors in a timely fashion, Cisco Press produced updated course materials of the Companion Guide and Lab Companion, now available for download in Adobe Acrobat PDF format on www.ciscopress.com/irc/. The online supplements contain all new and updated material along with mapping information for the Linux additions to the course. The revised course includes parallel coverage of Linux, additional prerequisite material, and coverage to prepare students for Solaris System Administration.



September—November Advertising



Trade

Packet Magazine
October 2002—4th Quarter Issue
134,500 Subscribers

Industry E-mail Newsletter Sponsorships

Network World
September-October 2002—3 Insertions
28,000 IT Professionals

TCPMag
September 2002—2 Insertions
24,000 Cisco Professionals



Authors: Extend Your Voice and Exposure

Help establish yourself as an expert in your field! Cisco Press is asking you, our authors, to share your knowledge by writing articles, providing various tips, or possibly sitting for an interview to include on ciscopress.com and other online venues. Any of these bits of content help extend the marketing efforts across more of your book's life. If you are interested in writing an article about your book topic or other topics, please contact Tracy Hughes at tracy.hughes@ciscopress.com.



Contact Jamie Adams for questions or comments concerning the *Cisco Press Messenger*.