1-58720-099-6

1-58720-121-6

1-58705-167-2

FULL LINE OF SECURITY LEARNING OPTIONS FROM CISCO PRESS

Ensuring networking professionals and Cisco® certification candidates are equipped on all fronts, Cisco Press provides networkers with the tools they need to secure their networks, their companies, and their futures.

The Cisco Press security library expanded in 2004 to meet the needs of readers of all user levels. Our security bookshelf now contains tools that teach the curious beginner, the business leader learning how to justify a network security investment, and the experienced networking professional. The security path outlined here shows how Cisco Press has readers covered every step of the way.

Network Security First-Step [1-58720-099-6], part of the First-Step series, allows novices to ease their way into the world of security with no experience needed. Like all First-Step books, this title includes clearly written explanations and makes learning easy. Meanwhile, another title that requires no technical expertise, *The Business Case for Network Security* [1-58720-121-6], teaches executives how to build the business case for network security and quantify ROI and TCO. As with other books in the Network Business series, this title shows decision makers how to justify their network investments.
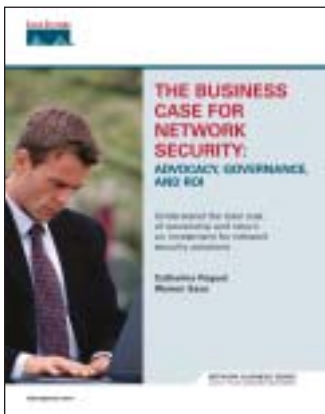
Networking professionals need to know more about security than just the basics. To gain an introduction to the tools and technologies necessary to secure network access, beginner-to-intermediate level readers can reach for *Network Security Fundamentals* [1-58705-167-2], part of the Fundamentals series, which promotes a deeper understanding of the purpose, application, and management of technology.

Once professionals have a solid foundation of network security concepts, they can dive into a variety of Networking Technology Guides focused on security, including *Cisco Wireless LAN Security* [1-58705-154-0] or *Cisco Router Firewall Security* [1-58705-175-3] that allow them to master the technology.
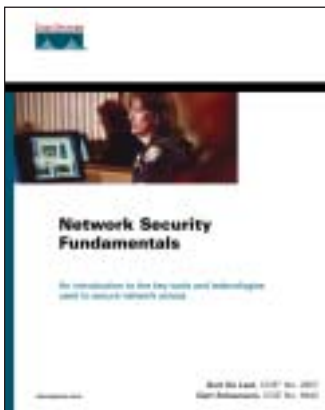
Finally, for those candidates pursuing Cisco certification to help secure their place in the workforce, Cisco Press publishes the Certification Self-Study product family. *CCIE Security Practice Labs* [1-58705-134-6] and *CCSP CSI Exam Certification Guide*, Second Ed. [1-58720-132-1] prepare aspiring networkers for security certification exams.

The Cisco Press security bookshelf provides multiple steps to learning, keeping networkers secure on all fronts.

TOP MEDIA HITS

Publicity coverage drives product awareness and demand—see who is talking about Cisco Press this month!

■ *Computer Networking First-Step*
ISBN: 1-58720-101-1

Learning & Leading with Technology
October 1, 2004

12,000 subscribers

The title was featured with cover image in the What's New Products & Services section.

■ *The Business Case for E-Learning*
ISBN 1-58720-086-4

Networking Professionals Connection
October 28, 2004, Volume 5, Issue 3.

22,000 subscribers

The title was featured at the top of the electronic newsletter with paragraph description.

■ *Power Up Your Small-Medium Business*
ISBN: 1-58705-135-4

Internet Works
Autumn 2004, Issue 89

16,600 subscribers

The title was featured as the excerpt for the month with a special discount and book giveaway spanning five pages.

■ *Planet Broadband*
ISBN: 1-55720-090-2

Login: The Usenix Magazine
October 2004 Volume 29, No.5

10,000 subscribers

The book was featured in the Books & Diary section with cover image included.

■ *CCIE Security Practice Labs*
ISBN: 1-58705-134-6

Packet Magazine
Third Quarter, 2004 Vol. 16, No.3

133,000 subscribers

Author Yusuf Bhaiji contributed an article to the publication that included a mention of his book. *Packet* readers are the core audience for *CCIE Security Practice Labs*.

1-58720-086-4

SLATED ITEMS

Ones to watch—check out these upcoming media hits.

■ *The IT Career Builder's Toolkit*
ISBN: 1-58713-156-0

New York Post

686,207 subscribers

Article and book announcement, with possible author interview included. Slated to appear in November.

■ *Home Networking:
A Visual Do-It-Yourself Guide*
ISBN: 1-58720-127-5

Tech Talk

Possible author radio spot.

■ *The Business Case for E-Learning*
ISBN: 1-58720-086-4

The SANS Institute Interview

Interview with Director of Training and Certification, Stephen Northcutt.

■ *The Case for Virtual Business Processes: Reduce Costs, Improve Efficiencies, and Focus on Your Core Business*
ISBN: 1-58720-087-2

Virtual-Strategy Magazine

Title announcement is set to appear in an upcoming issue of the publication. Additional author articles from both Martha Young and Michael Jude are also slated for future issues.
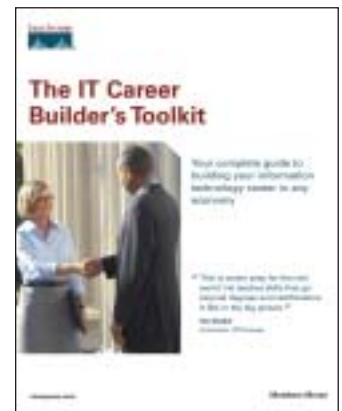
1-58713-156-0

NEW STORAGE TITLES ADDED TO NETWORK BUSINESS AND FUNDAMENTALS SERIES

To provide networking professionals with a comprehensive introduction to storage networking technologies Cisco Press is publishing *Storage Networking Fundamentals: An Introduction to Storage Devices, Subsystems, Applications, Management, and File Systems.*

The new title, which is part of the Fundamentals series, describes the core concepts in storage technologies used in networked storage and provides vendor-neutral, independent analysis and terminology. Readers can use the book as both a reference guide and a comprehensive, linear introduction to storage technologies.

Another storage addition to the Cisco Press library is *The Business Case for Storage Networks*. This title addresses the problems of storage growth and increased consumption, the role of the IT department as a cost center, and how storage technologies can help save money in the long run. As with other Network Business titles, the book will help readers make informed decisions about their networking investments.

The new storage titles are already creating excitement within the storage community. Both titles are featured in the Bookshelf section of *Storage Magazine*'s November 2004 issue with cover images.

Storage Networking Fundamentals: An Introduction to Storage Devices, Subsystems, Applications, Management, and File Systems
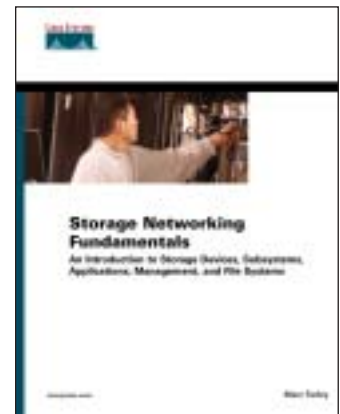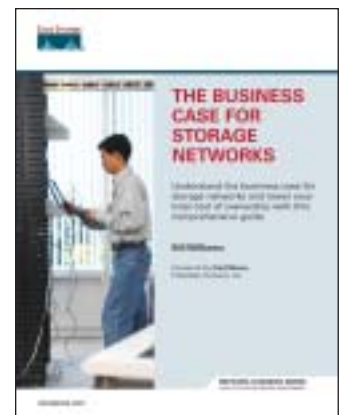Marc Farley
ISBN: 1-58705-162-1

The Business Case for Storage Networks
Bill Williams
ISBN: 1-58720-118-6

1-58705-162-1

1-58720-118-6

READER REVIEW UPDATE

Click the links below to see what readers have to say about Cisco Press titles.

Routing First-Step
ISBN: 1-58720-122-4
http://www.bookpool.com/.x/p87deoodz1/ss?qs=Routing+First-Step

Network Security First-Step
ISBN: 1-58720-099-6
http://www.bookpool.com/.x/p87deonc71/sm/1587200996

Cisco Network Design Solutions for Small-Medium Businesses
ISBN: 1-58705-143-5
http://www.bookpool.com/.x/nh6ra8vyw6/sm/1587051435

CCNA INTRO Exam Certification Guide
ISBN: 1-58720-094-5
http://examnotes.net/forums/showthread.php?s=&postid=1249280#post1249280

Data Center Fundamentals
ISBN: 1-58705-023-4
http://www.amazon.com/exec/obidos/tg/detail/-/1587050234/qid=1099496776/sr=8-1/ref=pd_ka_1/103-2096158-9820644?v=glance&s=books&n=507846

*"The author has done a wonderful job at taking a very complex subject, reducing it to its core components and presenting the material in an understandable format. When the reader completes this book, [he or she] will have a good understanding of the concepts of routing and routing protocols. I would recommend this book [**Routing First-Step**] for those looking for an introduction to routing and IP addressing."*

—John Patty, *Senior Network Engineer*

*"This book [**Network Security First-Step**] is awesome from cover to cover. I rate it 10 stars, I even received a free mouse pad with the book... Bottom line is this book is a MUST have for anyone that is interested in learning or joining the network security field.... If the book doesn't get you interested in this field nothing will. Buy it today!"*

—Brion Washington, *Senior VoIP Engineer, CCNA®*

Packet Magazine Ad

AUTHORS COLLABORATION BRINGS BUSINESS BOOK TO THE FOREFRONT

Two-time Cisco Press author Catherine Paquet, CCNP®, CCSP™, and new author Warren Saxe have recently collaborated on a new Network Business Series book entitled *The Business Case for Network Security: Advocacy, Governance, and ROI.*

Paquet is a network security specialist in the field of return on security investment and was a certified Cisco Systems® instructor. Saxe is a specialist in the field of security governance and return on security investment. He has an extensive background in profit and loss management as general manager for a Fortune 1000 semiconductor distributor. The authors have years of knowledge and experience and are actively participating in spreading the buzz about *The Business Case for Network Security*.

In an effort to raise awareness for their new title the authors participated in the Computer Security Institute's conference in Washington DC, November 8–10. Cisco Press marketing created a book flyer and galley copies to accompany the authors at the show.

As if they weren't busy enough, the two also contributed an article for ciscopress.com and informit.com called "Security Advocacy and Awareness: Creating A Secure Culture." This article discusses the evolution of a secure culture within an organization, utilizing both advocacy and awareness.

To learn more about this book visit the product page at **www.ciscopress.com/title/1587201216**.

The Business Case for Network Security: Advocacy, Governance, and ROI
Catherine Paquet and Warren Saxe
ISBN: 1-58720-121-6

ADVERTISING

Print

Packet magazine
Fourth Quarter Issue, 2004
133,000 subscribers

Online

TCPmag.com
November 30, 2004 e-newsletter
34,000 subscribers

EVENTS

Networking Decisions
November 3–5, 2004
Atlanta, Georgia

Enterprise IP Communications Symposium
November 10–11, 2004
Atlanta, Georgia

e-Financial WorldExpo
November 18–19, 2004
Toronto, Canada

Questions regarding the Cisco Press Connection can be directed to **jamie.adams@ciscopress.com**. Past issues can be found online at **www.ciscopress.com/press**.