IP COMMUNICATION BOOKSHELF—CISCO PRESS HAS YOU COVERED

The integration of voice and data networks is creating a fundamental change in the telecommunications and data industries. The convergence of voice, video, and data on a single IP network is changing and improving the way companies communicate—leading to better services, lower prices, new features, less maintenance, and more choices.

Cisco Press, the leading publisher of IP communication books, covers these important technologies teaching users how to apply voice technology in data networks and configure IP telephony networks. With best-selling books on IP telephony, voice over IP, Cisco® CallManager, and Cisco Unity, Cisco Press publishes the vital IP communications information networkers need, written by industry experts and authorities.

IP communication titles from Cisco Press are part of the Networking Technology Guide series. Check out the following voice and IP telephony books from the Cisco Press catalog:

The Road to IP Telephony: How Cisco Systems Migrated from PBX to IP Telephony
Stephanie Carhee and Cisco Systems®, Inc.
1-58720-088-0

IP Telephony Unveiled
Kevin Brown
1-58720-075-9

Voice over IP Fundamentals
Jonathan Davidson, James Peters, and Brian Gracely
1-57870-168-6

Cisco CallManager Best Practices: A Cisco AVVID Solution
Salvatore Collora, Ed Leonhardt, and Anne Smith
1-58705-139-7

Cisco Unity Fundamentals
Brian Morgan and Moises Gonzalez
1-58705-098-6
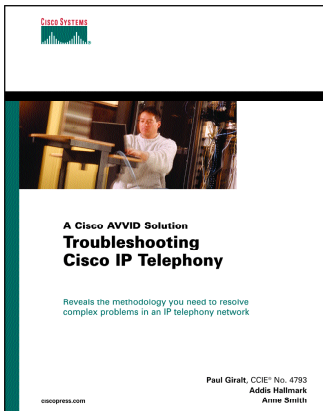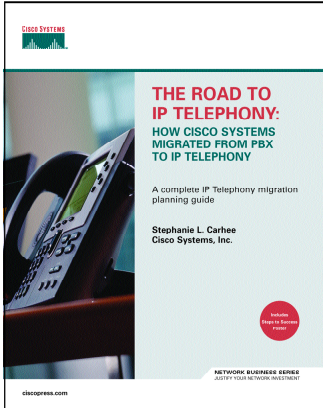
Cisco Unity Deployment and Solutions Guide
Todd Stone, Dustin Grant, Jeff Lindborg, and Steve Olivier
1-58705-118-4

Taking Charge of Your VoIP Project
John Walker and Jeff Hicks
1-58720-092-9

Troubleshooting Cisco IP Telephony: A Cisco AVVID Solution
Paul Giralt, Addis Hallmark, and Anne Smith
1-58705-075-7

*"**Voice over IP Fundamentals** 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."*
Computer World Online

TOP MEDIA HITS

Media coverage drives Cisco Press product awareness and demand across all channels. Check out this month's buzz.

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

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

  TCP/IP First-Step
  ISBN: 1-58720-108-9

  Publishers Weekly
  September 20, 2004
  33,000 subscribers

  The titles were included in the Fall Computer Book round-up.

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

  Nightly Business Report
  September 16, 2004

  National television program carried by 270 PBS stations and viewed by 1 million households nightly.

  The title was introduced in the Tech Talk segment and recommended by the program. The cover and interior were shown.

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

  Cisco IP Telephony Flash Cards and Exam Practice Pack
  ISBN: 1-58720-128-3

  Networking Professionals Connection
  September 30, 2004, Volume 5, Issue 1 and October 14, 2004, Volume 5, Issue 2.
  22,000 newsletter subscribers

  Both titles were featured in the Headline section with paragraph description.

- *First Mile Access Networks and Enabling Technologies*
  ISBN: 1-58705-129-X

  FibreSystems Europe
  September, 2004
  15,000 subscribers

  Included in the Books & Diary section with cover image.

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

  Computer Outlook
  September 23, 2004

  Receives 1,170,000 unique visits per month.

  Author Robyn Aber was interviewed on the technology radio show. The host has discussed having a follow-up interview and is considering other Cisco Press authors/titles for future shows.

- Several Cisco Press titles, including *IP Telephony Unveiled*, *802.11 Wireless LAN Fundamentals*, *CCNP CIT Exam Certification Guide*, Second Ed., and more.

  Library Journal October 15, 2004
  25,000 subscribers

  Nineteen Cisco Press titles were included in the book listing, which depicted the Top 170 Hot Picks from digital gadgetry to game programming. Quotes were also included from Cisco Press executive VP and publisher John Wait.

- *First-Mile Access Networks and Enabling Technologies*
  ISBN: 1-58705-129-X

  IEEE Communications Magazine
  September, 2004
  49,000 subscribers

  Included as the book review feature.

SLATED ITEMS

Moving forward—watch for these upcoming media hits and more.

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

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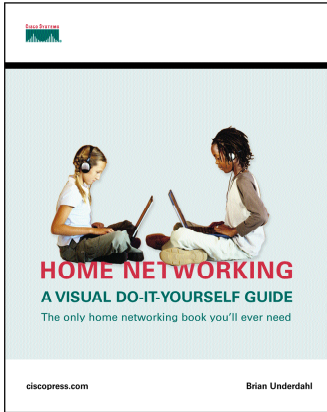 ISBN: 1-58705-162-1

  Storage Magazine
  November 2004 Issue
  50,000 subscribers

  Title announcements with cover images to be included.

- *Routing First-Step*
  ISBN: 1-58720-122-4

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

  ITWorld.com
  450,000 registered users

  Excerpt and title announcements included.

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

  The Bookwatch
  More than 70,000 subscribers

  Title announcement in upcoming issue.

- *Network Security First-Step*
  ISBN: 1-58720-099-6

  LAN Switching First-Step
  ISBN: 1-58720-100-3

  IEEE Communications
  49,000 subscribers

  Book review features in upcoming issues.

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

  Computer Outlook
  November 11, 2004

  Receives 1,170,000 unique visits per month.

  Radio interview with author Brian Underdahl.

HOME NETWORKING
A VISUAL DO-IT-YOURSELF GUIDE
The only home networking book you'll ever need

ciscopress.com   Brian Underdahl

"If you have more than one computer at home but have been reluctant to link them together because you've heard networking is not easy to set up, we recommend a new book published by Cisco Press. **Home Networking: A Visual Do-It-Yourself Guide** *does a great job of teaching the fundamentals to beginners."*

Scott Gurvey, Bureau Chief
PBS Nightly Business Report
Tech Talk, September 16, 2004

NEW TITLE HELPS HOME PC USERS UNDERSTAND NETWORKING

It can be difficult for the non-technical home PC user to cut through the multitude of technical jargon and successfully create a safe, secure home network that delivers. Cisco Press is ready to help with *Home Networking: A Visual Do-It-Yourself Guide*. In this friendly, inviting, visual book, the reader will see that it's easy to decide on the right equipment, set up a home network, make it secure, and enhance the enjoyment of it with the right multimedia connections.

Home Networking: A Visual Do-It-Yourself Guide focuses on easy-to-understand, step-by-step directions that show the reader how to set up and secure a network without asking for help. The book covers emerging topics like setting up a media center, installing wireless web cams, and connecting a game console wirelessly for online gaming fun.

All topics are presented in a visual manner with plenty of photographs, screenshots, and illustrations to show the reader exactly what to expect. In addition, all of the chapters conclude with a "What Went Wrong: Your Quick Fix Reference" section, which explains what needs to be done to correct problems the reader might have encountered.

Any consumer who has more than one PC at home and wants to build a home network will benefit from this book. The easy-to-understand style is perfect for a wide audience, including computer beginners, families, or individuals with home offices or a small business.

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

"The Road to IP Telephony is a perfect example of how Cisco Systems successfully implemented its own IP Telephony solution into the working environment...The author Stephanie Carhee does a superb job of identifying every aspect required for the project."

Danny Clark II, Enterprise Consultant/Integrator, CCNP® and CCDP®

*"A complete reference and resource guide in one!...This book [***Cisco Networking Academy Program Fundamentals of Network Security Companion Guide***] is extremely well laid-out...this is by far the best Cisco Press book that I have reviewed this year!"*

Stephen Luhan, IT Specialist

READER REVIEW UPDATE

Visit the links below to see what reviewers are saying about Cisco Press titles in October.

The Road to IP Telephony
ISBN: 1-58720-088-0
http://www.amazon.com/exec/obidos/ASIN/1587200880/qid%3D1097860492/sr%3D11-1/ref%3Dsr%5F11%5F1/102-9308838-8642504

Cisco Access Control Security: AAA Administration Services
ISBN: 1-58705-124-9
http://search.barnesandnoble.com/booksearch/isbninquiry.asp?ISBN=1587051249&cds2Pid=946&pdf=y&userid=eD67w94ADS

Network Security First-Step
ISBN: 1-58720-099-6
http://www.bookpool.com/.x/47qko2x62r/sm/1587200996

http://search.barnesandnoble.com/booksearch/isbnInquiry.asp?

userid=of7nuy5AGB&isbn=1587200996&itm=1

Cisco Networking Academy Program Fundamentals of Network Security Companion Guide
ISBN: 1-58713-122-6
http://www.amazon.com/exec/obidos/ASIN/1587131226/qid%3D1097521937/sr%3D11-1/ref%3Dsr%5F11%5F1/103-0727622-9016667

AUTHOR SPOTLIGHT

Founder of Cisco Certification and E-Learning Programs Tells How to Improve Productivity Through Internet Learning

As founder of the successful Cisco® Career Certification Program launched in April 1998, Tom Kelly, vice president of the Internet Learning Solutions Group (ILSG) at Cisco Systems has more than 20 years in the education and training industry.

Combining years of knowledge and experience, Tom Kelly, and Nader Nanjiani, a marketing programs manager at Cisco, added a new job title to their resumes: Cisco Press author.
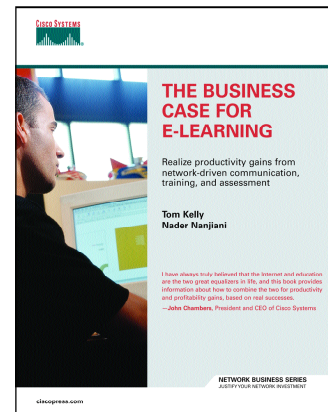
Published in October, *The Business Case for E-Learning* is based on Cisco Systems and Cisco partner experiences in developing and deploying some of the most sophisticated and effective enterprise-wide e-learning solutions in existence.

The title allows readers to learn how to combine e-training, e-communication, and e-assessment to build a successful learning program and increase productivity. Along with these three elements, the book also demonstrates seven core values that the adoption of e-learning technology and systems delivers for an organization and its ecosystem: specialization, synthesis, skills enhancement, speed-to-market, service improvements, strategic advantage, and system-wide benchmarking.

"If anyone ever had any doubts about e-learning being good for an organization's profitability and productivity, this book lays those doubts to rest," says Nader Nanjiani, co-author. "The findings not only prove that e-learning is good for business but that gaining business benefits from e-learning is now possible for any organization."

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

Visit www.ciscopress.com/title/1587200864 to learn more.

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*"I have always truly believed that the Internet and education are the two great equalizers in life, and this book [*The Business Case for E-Learning*] provides information about how to combine the two for productivity and profitability gains, based on real successes."*
John Chambers, President and CEO of Cisco Systems

EVENTS

UNC-Cause

October 3–5, 2004

Boone, North Carolina

Networking and Security Technical Conference

October 25–28, 2004

Anaheim, California

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**.