Cisco Press Messenger
Your Source for Coverage and Current Events
September 2002

Coverage and Commentary

Sys Admin August 2002, Volume 11, Number 8—The latest title by Anthony Bruno, CCIE® Routing and Switching Exam Certification Guide was featured in the New Products section of both the print and online versions. Sys Admin is read by more than 33,000 IT Professionals each issue. http://www.sysadminmag.com/articles/2002/0208/products.htm

Certification Magazine August 2002—In a feature article on Cisco Certification, several Cisco Press CCNA® titles, such as Cisco CCNA Exam #640-607 Certification Guide, Internetworking Technologies Handbook, Third Edition, Interconnecting Cisco Network Devices, Cisco CCNA Exam #640-607 Flash Card Practice Kit, and Cisco CCNA #640-607 Preparation Library were recommended.

“Some good tools are already available, particularly from Cisco Press. (An imprint of Pearson Publishing, by arrangement with Cisco Systems—you could call this the ‘official imprint’ for Cisco study and certification materials.) This group did a stellar job of delivering #640-607 materials soon after the exam went live in March 2002.

Each title was listed with a short detailed description; Certification Magazine is read monthly by more than 42,000 certification candidates.


“Recent releases from Cisco Press help networking professionals expand their knowledge of routing, switching, multiprotocol label switching (MPLS), and virtual private networking (VPN), among other networking technologies. Offerings include self-study books for Cisco certification exams as well as practical, hands-on advice for working with Cisco gear…”

The article, seen by more than 97,000 readers, continues by citing paragraph descriptions for each title. http://www.cisco.com/warp/public/784/packet/weeklyupdate.html

ISP Planet August 5th, 2002—In a recent review on ISP Planet, an online site that receives a monthly traffic flow of more than 4,300,000, the reviewer had this to say about Cisco ISP Essentials:

“...If you have a Cisco router in your network, and many of you do since IDC research says Cisco owns about 60 percent of the global market, you’re going to want to pick up a copy of Cisco ISP Essentials for your library...Cisco ISP Essentials demonstrates the best network practices, and that makes this book a great place to start if you’re interested in learning about building a new network or making the best of an old network design.”

For the full review visit http://ispplanet.com/technology/2002/cisco_isp_essentials.html

Cisco World August 2002—The Cisco Press CCNP® product line was featured in a print article entitled ‘Cisco Press CCNP Line 600 Series—Approved.’ The piece appeared on page 18 of the August 2002 issue and reached an audience of more than 30,000 Cisco enthusiasts.
Certified Magazine Print  August 2002—Showcased in the Bookshelf Section, E-Support: How Cisco Systems Saves Millions While Improving Customer Support by Andrew Connan and Vince Russell was featured with image and product description.

Swynk.com July 29th and August 1st, 2002—A review of Storage Area Network Fundamentals was posted on Swynk.com in late July. Two electronic newsletters delivered to site subscribers also featured references to the review with redirects to it. http://www.swynk.com/books/StorageAreaFund.asp.

IQ Magazine July/August 2002—with over 66,000 readers, IQ Magazine focuses on a core audience of executives and business decision-makers. Storage Area Network Fundamentals was included in a feature story on Storage Networking with call-out treatment. The resource box pointed readers to purchase the new title at www.ciscopress.com.


Packet Magazine August 2002—Included in Packet Magazine, which has more than 97,000 subscribers, the upcoming November title Troubleshooting Remote Access Networks was mentioned.

Cisco World August 2002—The print issue of Cisco World mentioned MPLS and VPN Architectures in a feature article on MPLS.

“[Ivan Pepelnjak of NIL is the co-author of the MPLS and VPN Architectures book by Cisco Press. The CCIP edition just came out... generally improving on the first edition.]”


SearchNetworking eNewsletter August 14th, 2002—an excerpt from CCIE Fundamentals: Network Design and Case Studies, Second Edition (CCIE Professional Development) was included in a SearchNetworking electronic newsletter. The newsletter pointed readers to view the full chapter excerpt on their site.


Cisco World Online August 15th, 2002—The Cisco World online site and electronic newsletter each featured an article on Cisco Press in August.

“Cisco Press publishes five new books for Cisco training and certification. Recent releases from Cisco Press help networking professionals prepare for the CCIE exam or expand their knowledge of network technologies such as routing, switching, MPLS and VPNs.”

Cisco Press titles CCIE Routing and Switching Exam Certification Guide, Troubleshooting IP Routing Protocols, MPLS and VPN Architectures, Interdomain Multicast Solutions Guide, and Traffic Engineering with MPLS were all included in the piece. The announcement points more than 30,000 readers to their site to see the full article.


For publicity clips or information, please contact Jamie Adams at jamie.adams@ciscopress.com.
Conferences/Events
Cisco Press will be represented by our international offices and partners at the following events:

EMEA Cable Summit
Barcelona, Spain
September 22–24, 2002

Networkers 2002
Seoul, Korea
October 9–11, 2002

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

Networkers 2002
Mexico City, Mexico
September 25–27, 2002

Networkers 2002
Copenhagen, Denmark
October 21–24, 2002

Coming Soon Spotlight

Voice-Enabling the Data Network:
H.323, MGCP, SIP, QoS, SLAs, and Security
James F. Durkin
1-58705-014-5 • $50.00 • September 2002

A guide for telecommunications and ISP engineers in their transition to IP telephony, Voice-Enabling the Data Network provides a step-by-step approach to designing, implementing, and supporting a Voice over IP (VoIP) network. This book introduces the fundamentals of IP networking as it applies to transmitting voice calls using IP packets and outlines each VoIP technology component with detailed descriptions of possible applications.

James Durkin is a Systems Engineer with Cisco Systems who was the Lead Voice over IP Architect during 1999 at Cisco. He has more than 11 years of voice and data networking experience. This experience includes working for network equipment manufacturers, network system integrators, and service providers.

Cisco Press Product Feature

Cisco Systems announced on August 20, 2002 the acquisition of Andiamo Systems, Inc., a leading storage area network (SAN) solutions organization. This acquisition represents Cisco’s entry into the large, high-growth Fibre Channel SAN switching market. A leading market research firm, Gartner Group, estimates this market will grow from approximately $1.2 billion in 2002 to $4.3 billion in 2006.

Related Cisco Press title:
Storage Area Network Fundamentals
Meeta Gupta and NIIT
1-58705-065-x • $50.00

Storage Area Network Fundamentals shows how to plan, implement, manage, and use storage area networks to increase the efficiency of a network infrastructure. With an in-depth coverage of SAN fundamentals, topologies, implementation and management techniques, and products, networking professionals can build and sharpen troubleshooting skills for data-mining, online transaction processing, imaging, data warehousing, and other highly data-intensive applications.

Designed as an introduction to SANs, Storage Area Network Fundamentals covers the topologies, protocols, and products required to implement and manage efficient SANs.

“This is a concise but accurate introduction to storage area network (SAN) technologies. The fundamental concepts of the subject are clearly explained, and an overview is presented of how to plan, implement, and manage different kinds of SANs.”
—Swynk.com
July 2002 Review

“Cisco Press books have always been about a no-nonsense ‘just the facts’ approach and Storage Area Network Fundamentals is no exception. In simple terms, it is what you would expect a Storage Area Network Fundamentals book from Cisco to be—high quality, easy to read, up to date and laden with facts.”
—Enterprise Storage Forum.com
May, 2002 Review
Special Promotions & Programs

CD-ROM Sampler from bookpool.com

During September 2002, bookpool.com will distribute Cisco Press CD-ROM samplers that include more than 50 chapters from our titles. Customers who purchase any networking title will receive the complimentary CD-ROM which provides basic book information for Cisco Press titles, sample chapters, and information on Cisco Press. This opportunity to “thumb through” over 50 different titles will familiarize customers with Cisco Press products and drive future book sales.

Academy News

The Results are in—Cisco Networking Academy™ Program still growing by leaps and bounds

The Cisco Networking Academy Program has expanded into new areas of information technology beyond the core CCNA curricula. The CCNP curricula was introduced within the last year and continues to build momentum with approximately 6,000 students now enrolled. In addition, the Networking Academy Program has partnered with other prominent technology companies to deliver new courses, such as IT Essentials I and II sponsored by Hewlett-Packard®; Fundamentals of UNIX® and Fundamentals of Java Programming® sponsored by Sun Microsystems®; Fundamentals of Web Design sponsored by Adobe® Systems; and Fundamentals of Voice and Data Cabling sponsored by Panduit™.

With so many new courses on the horizon, Cisco Press conducted a three-month survey of Networking Academy instructors to learn which Networking Academy courses they currently or plan to offer and what books they use to support those courses. More than 1,200 respondents participated in the survey, which found that IT Essentials I: PC Hardware and Software, IT Essentials II: Network Operating Systems, and CCNP Remote Access had the highest growth rates. Nearly 30% of respondents will teach one or all of these courses by Spring 2003. Similarly, one-quarter of responding Networking Academies will be teaching CCNP Advanced Routing, CCNP Multilayer Switching, CCNP Troubleshooting, Fundamentals of UNIX, and Fundamentals of Web Design by Spring 2003. Fundamentals of Java Programming and Fundamentals of Voice and Data Cabling are not far behind with approximately 20% of responding Networking Academies moving forward with these programs by Spring 2003.

The survey also showed that Cisco Press rates high in areas of market share and customer satisfaction. Cisco Press continues to respond to the needs of Networking Academy students and instructors with titles that map to the Web-based curricula. Visit www.ciscopress.com/irc for a complete list of current and upcoming titles.
August-September Advertising

Trade Advertising
Network World Magazine
August 2002
170,000 Subscribers

Email Newsletter Sponsorships
Network World
August 2002 • 5 Insertions
28,000 IT Professionals

TCPMag
August 2002 • 1 Insertion
24,000 Cisco Professionals

Web Site
Cisco Press is the exclusive sponsor of the Cisco Salary Survey at TCPMag.com
19,000+ Unique visitors per month

Authors: Extend Your Voice and Exposure

We have an exciting opportunity for our authors to help promote their titles and give their expertise more recognition!

There are a number of ways authors can help extend their voice and exposure beyond the pages of their books. Contributing an article, providing hints and advice, or simply writing about personal experiences with technology can be a great way to reinforce audience recognition, promote author expertise, and highlight specific titles. All contributions will be reviewed and submitted for posting on the Cisco Press site and may also be featured on InformIT.com and with our other outside partners. Please contact Tracy Hughes at tracy.hughes@ciscopress.com to find out more about opportunities available.

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