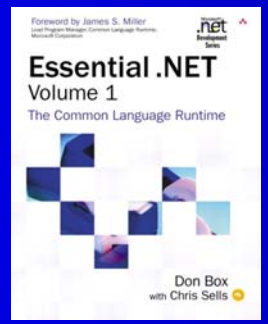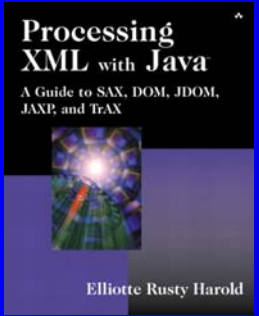# PTG Professional – Addison Wesley, Prentice Hall PTR

Addison Wesley

- **Addison-Wesley** – is a leading publisher of high-quality and timely information for programmers, developers, engineers, and system administrators
  - AW Professional has an outstanding portfolio of world-class authors and product that set the standard for technology publishing
  - Author luminaries include Don Knuth, Fred Brooks, Brian Kernighan, Bjarne Stroustrup, W. Richard Stevens, Radia Perlman, and Kent Beck
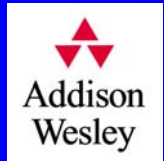 - AW Professional is also the publisher of
    - The **Java Series** from the Java Software Division at Sun Microsystems; and
    - Books in the **Microsoft .NET Development Series,** written and reviewed by the principal authorities and pioneering developers of the Microsoft

www.awprofessional.com
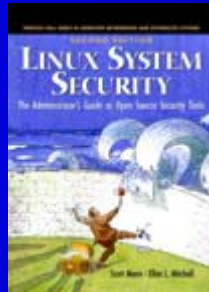
2

Addison-Wesley Tradition

- **AW has published top quality technology books for 50 years**
  - Targeted towards professionals looking to keep their skills current with the new and emerging technologies
  - Authorship includes numerous great writers who are at the same time world renowned experts in their respective fields; e.g….
    - Bjarne Stroustrup created C++ (3 books)
    - Arnold Gosling created Java (4 books)
    - Donald Knuth created TEX (TECH) (over a dozen books)
  - Rigorous review process – AW conducts 18-20 technical reviews per book while other publishers might conduct 4-6

  - **Addison-Wesley Series**
    - AW Professional Computing Series (Brian Kernighan and Craig Partridge)
    - AW Object Technology Series (Booch, Jacobson and Rumbaugh)
    - AW Information Technology Series (Casper Jones and David Linthicum)
    - C++ In-Depth Series (Bjarne Stroustrup)
    - The Java™ Series (supported, endorsed an authored by Java's creators)
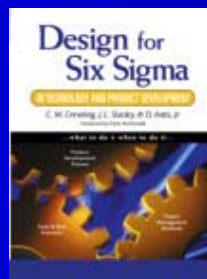   - DevelopMentor™ series
    - Microsoft® .NET™ Series   **www.awprofessional.com**

Prentice Hall PTR

- **Prentice Hall PTR** – a 70+ year old tradition in computer science and engineering, with the strongest networking, wireless, IT management, database and Unix lists in the industry, and shares the strongest Java list with AW

- **Prentice Hall PTR** is the parent imprint publisher of some of the industry's leading publishing alliances: Sun Microsystems Press, IBM, Hewlett-Packard Professional Books and National Instruments
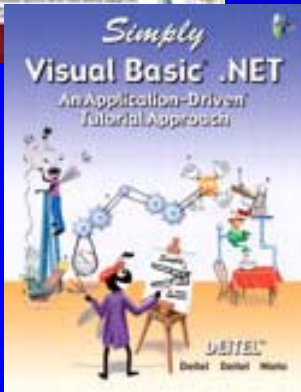
www.phptr.com

Prentice Hall PTR Alliances

- In order to provide the best, most informative, accurate, and up-to-date publications, Prentice Hall PTR has established lasting co-publishing relationships with leaders in the technology arena

- In each case, the books in the series are generally written by experts at the company to ensure the highest quality and to provide the community with the best possible information

www.phptr.com

The Deitel™ Cluster 2003

PEARSON
Education

- **The Deitel™ publishing program** will continue to expand into new ground in 2003 with a brand series of books from and the continuation of the Deitel™ Developer Series

- KEY TITLES FOR 2003
  - Simply Visual Basic .NET
  - Complete C++ Training Course, 4th Edition
  - Complete Java Training Course, 5th Edition
  - ASP.NET with Visual Basic .NET for Experienced Programmers
  - ASP.NET with C# for Experienced Programmers
  -
- KEY DEITEL DEVELOPER SERIES TITLES
  - Visual Basic .NET for Experienced Programmers
  - C# for Experienced Programmers
  - Java Web Services for Experienced Programmers
  - Web Services: A Technical Introduction
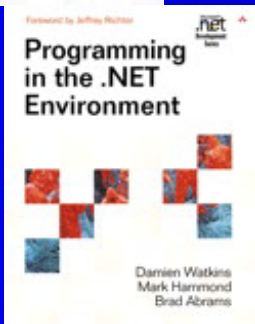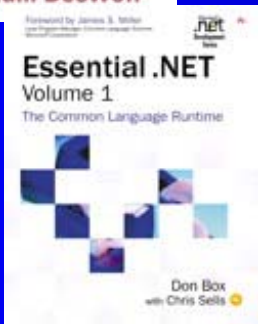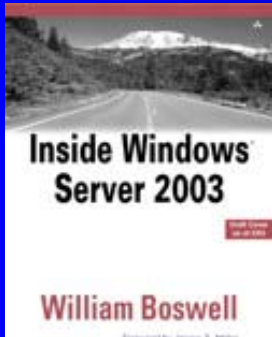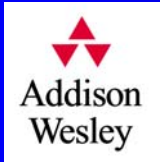
  KEY HOW TO PROGRAM TITLES
  - Java How to Program, 5th Edition
  - C++ How to Program, 4th Edition
  - Visual Basic .NET How to Program
  - C# How to Program
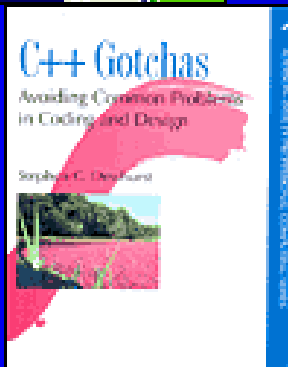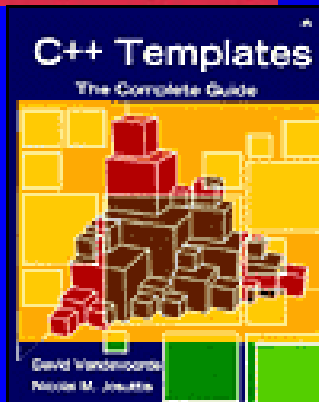
Java Cluster Cluster 2003

- KEY TITLES FOR 2003
  - **Java Series and Sun Microsystems Press**
    - Includes J2SE Series, J2EE Series, BluePrints Series, Solaris Series, StarOffice Series
    - Core J2EE Patterns: Best Practices and Design Strategies, 2nd Edition
    - Core Servlets and JavaServer Pages (JSP), 2nd Edition
    - The JFC Swing Tutorial: A Guide to Constructing GUIs, 2nd Edition

- RECENT CLUSTER TITLES
  - Core JSTL: Mastering the JSP Standard Tag Library
  - Thinking in Java, 3rd Edition
  - Core JBoss 3.x: J2EE Application Development and Deployment

- KEY BACKLIST TITLES
  - Effective Java Programming Language Guide
  - Core Java 2, Volume 1: Fundamentals, 6th Edition
  - The J2EE Tutorial

7

Microsoft Cluster 2003

- **Addison-Wesley has partnered with Microsoft® and DevelopMentor™ to create the Microsoft® .NET™ Development Series**
  - It is the only series of books fully authored and reviewed by the principal authorities and pioneering developers of the Microsoft .NET technologies
  - The focus of the series is centered on the design, architecture, and implementation of the Microsoft .NET initiative

- KEY TITLES FOR 2003
  - Inside Windows .NET Server 2003,
  - The .NET Framework CLI Standard Class Library
  - The C# Programming Language

- OTHER TITLES FOR 2003
  - The Ultimate Windows .NET Server 2003 System Administrator's Guide
  - Essential ASP.NET with Examples in Visual Basic .NET
  - Essential Yukon

- KEY RECENT TITLES
  - Understanding .NET
  - Essential .NET Volume 1
  - Programming in the .NET Environment

8

Programming Cluster 2003

- **KEY TITLES FOR 2003**
  - **Applied C++: Practical Techniques for Building Better Software**
  - **The Coding Standards for C++: Rules and Guidelines for Writing Programs**
  - **The ACE Programmer's Guide: Practical Design Patterns for Network and Systems Programming**
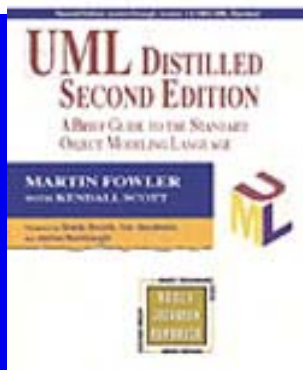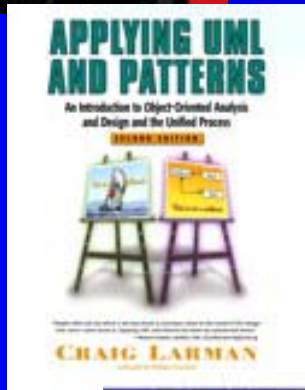 - **The Unicode Standard, Version 4.0**

- **RECENT CLUSTER TITLES**
  - **C++ Templates: The Complete Guide**
  - **C++ Gotchas: Avoiding Common Problems in Coding and Design**
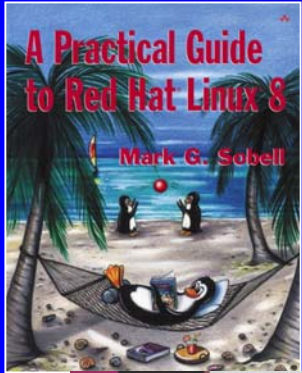
- **KEY BACKLIST TITLES**
  - **The C++ Programming Language, Special Edition**
  - **The C Programming Language, Second Edition**
  - **The C++ Standard Library: A Tutorial and Reference**
  - **Effective STL: 50 Specific Ways to Improve Your Use of the Standard Template Library**
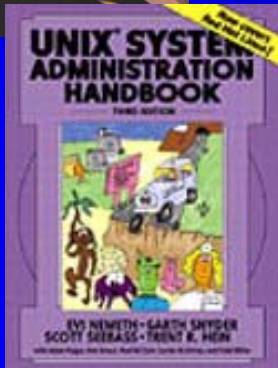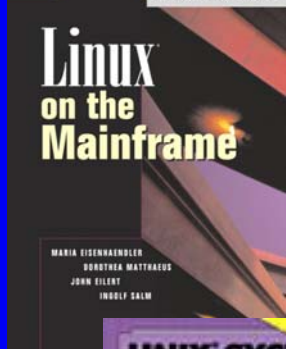
Object Technology Cluster 2003

PEARSON Education

- **KEY TITLES FOR 2003**
  - UML Distilled: A Brief Guide to the Standard Object Modeling Language, 3rd Edition
  - The Rational Unified Process Made Easy: A Practitioner's Guide to the RUP
  - MDA Explained: The Practice and Promise of the Model Driven Architecture

- **ADDITIONAL TITLES**
  - .NET Patterns: Architecture, Design, and Process
  - Design Patterns C# Workbook

- **KEY BACKLIST TITLES**
  - Design Patterns: Elements of Reusable Object-Oriented Software
  - Patterns of Enterprise Application Architecture
  - Applying UML and Patterns: An Introduction to Object-Oriented Analysis and Design
  - UML Distilled: A Brief Guide to the Standard Object Modeling Language, 2nd Edition
  - Visual Modeling with Rational Rose 2002 and UML, 3rd Edition

The Unix/Linux Cluster 2003

- **KEY TITLES FOR 2003**
  - Practical Guide to Red Hat Linux 8
  - Linux on the Mainframe
  - Unix System Programming
  - Mac OSX System Administration

- **RECENT CLUSTER TITLES**
  - Interprocess Communications in Linux: The Nooks and Crannies
  - Unix Shells by Example, 3rd Edition
  - Real World Linux Security, 2nd Edition
  - Linux System Security: The Administrator's Guide to Open Source Security Tools, 2nd Edition
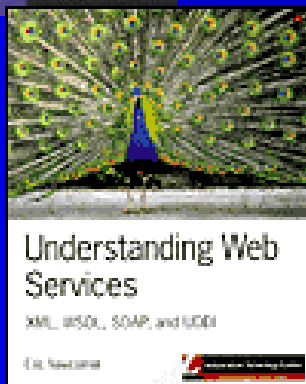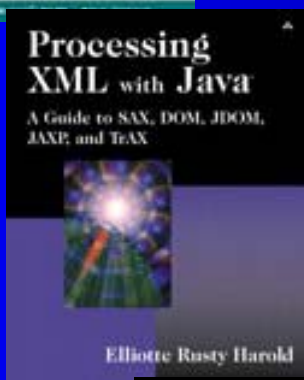 - The Linux Development Platform

- **KEY BACKLIST TITLES**
  - Unix System Administration Handbook, 3rd Edition
  - Linux Administration Handbook\Advanced Programming in the Unix Environment

11

Internet Cluster 2003

- **KEY TITLES FOR 2003**
  - **Practical Programming in Tcl/TK, 4th Edition**
  - **Core PHP Programming, 3rd Edition**
  - **JavaScript by Example**

- **OTHER TITLES FOR 2003**
  - **Core CSS: Cascading Style Sheets, 2nd Edition**
  - **Advanced Web Site Development: Integrating Tools and Technologies**
  - **WebDAV: Next Generation Collaborative Web Authoring**

- **KEY RECENT TITLES**
  - **Advanced PHP for Web Professionals,**
  - **The Design of Sites: Patterns, Principles, and Processes for Crafting a Customer-Centered Web Experience**
  - **Real Web Project Management: Case Studies and Best Practices from the Trenches**

Web Services / XML Cluster 2003

- **KEY TITLES FOR 2003**
  - **Definitive Microsoft Office 11 XML**
  - **Effective XML: 50 Specific Ways to Improve Your XML**
  - **The XML Handbook, Fifth Edition**
  - **Web Services Integration**
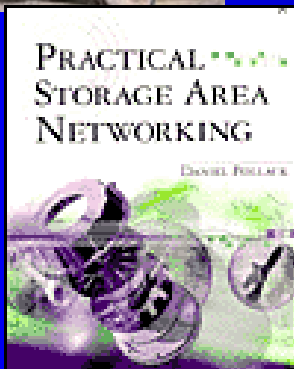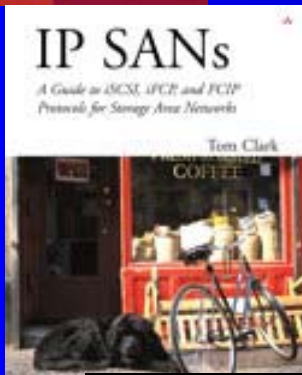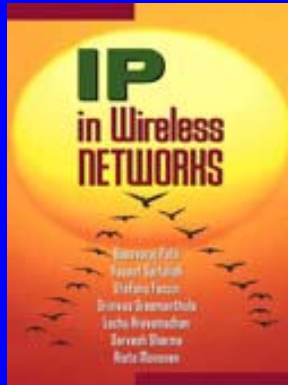 - **Definitive Xquery and XPath**

- **RECENT CLUSTER TITLES**
  - **Processing XML with Java: A Guide to SAX, DOM, JDOM, JAXP, and TrAX**
  - **XML and Java, Second Edition: Developing Web Applications**

- **KEY BACKLIST TITLES**
  - **Understanding Web Services: XML, WSDL, SOAP, and UDDI**
  - **Essential XML Quick Reference: A Programmer's Reference to XML, XPath, XSLT**
  - **Definitive XML Schema**

Networking Cluster 2003

- **KEY TITLES FOR NETWORKING**
  - **Unix Network Programming, Volume 1, 3rd Edition**
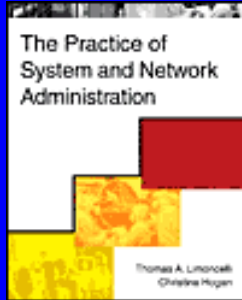 - **Network Programming with Perl**

- **KEY TITLES FOR WIRELESS**
  - **Field Guide to Wireless LANs For Administrators and Users**
  - **IP in Wireless Networks**
  - **Essential Guide to Wireless Communications Applications, 2nd Edition**

- **KEY TITLES FOR STORAGE**
  - **Designing Storage Area Networks: A Practical Reference for Implementing Storage Area Networks, 2nd Edition**
  - **Advanced Data Storage: Data Protection and Enhancement**
  - **IP SANs: A Guide to iSCSI, iFCP, and FCIP Protocols for Storage Area Networks**
  - **SCSI: The Universal Storage Connection**
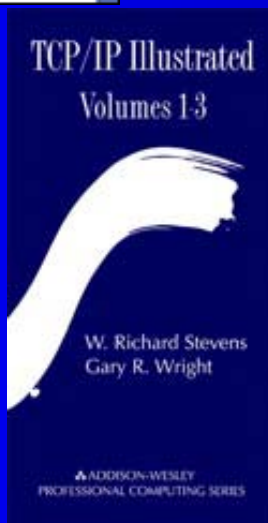 - **Practical Storage Area Networking**

Networking Cluster 2003

- **KEY TITLES FOR NETWORK ADMINISTRATION**
  - Understanding and Deploying LDAP Directory Services, 2nd Edition
  - Large Scale Network Deployment
  - The Practice of System and Network Administration
  - Linux TCP/IP Network Administration

- **KEY TITLES FOR ROUTING AND SWITCHING**
  - Optimizing Network Performance with Content Switching: Server, Firewall and Cache Load Balancing
  - Interconnections: Bridges, Routers, Switches, and Internetworking Protocols, 2nd Edition
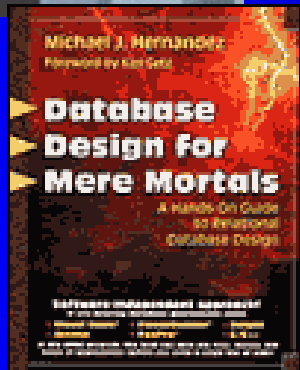
OTHER MAJOR BACKLIST TITLES
  - Computer Networks, 4th Edition
  - TCP/IP Illustrated Volumes 1-3 Boxed Set
    - The TCP/IP Illustrated books are praised for their highly effective visual approach to the essential TCP/IP topics facing today's networking professionals
    - The books are noted for their diagrams and clear and readable writing style
    - Include unparalleled TCP/IP material needed by any networking professional

15

Database Cluster 2003

- **KEY TITLES FOR 2003**
  - **DB2 Universal Database V8 for Linux, UNIX, and Windows**
  - **DB2 Universal Database V8 Handbook for Windows, UNIX, and Linux**
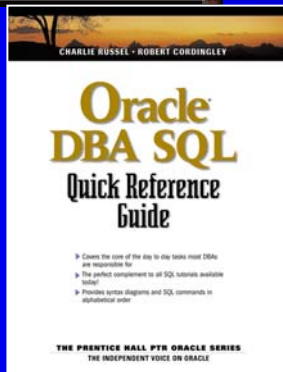 - **Database Design for Mere Mortals**

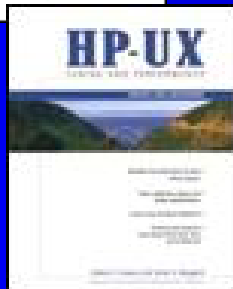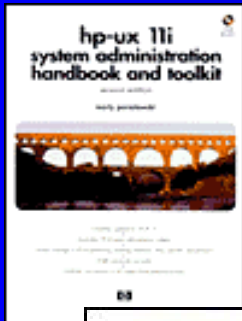- **RECENT CLUSTER TITLES**
  - **Oracle DBA Scripting Quick Reference**
  - **Oracle DBA SQL Quick Reference**
  - **Oracle DBA Backup and Recovery Quick Reference**

- **KEY BACKLIST TITLES**
  - **The Practical SQL Handbook: Using SQL Variants, 4th Edition**
  - **SQL Queries for Mere Mortals: A Hands-On Guide to Data Manipulation in SQL**
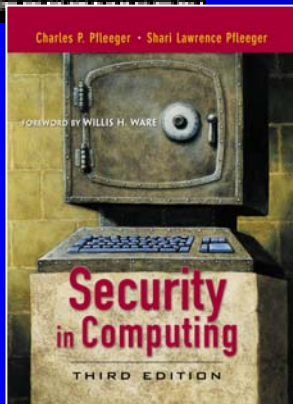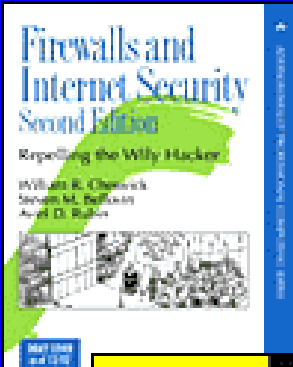 - **SQL Fundamentals, 2nd Edition**

16

Hewlett Packard Cluster 2003
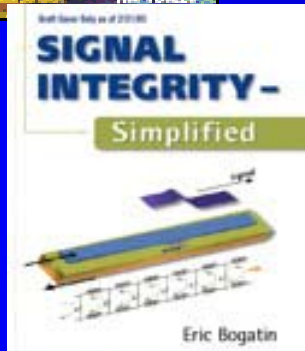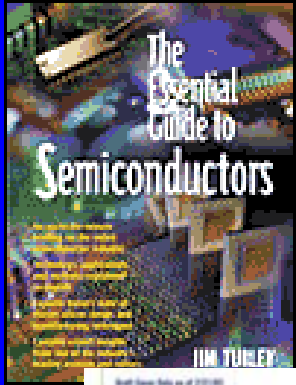
PEARSON Education

- **KEY TITLES FOR 2003**
  - HP-UX Internals
  - HP-UX 11i Networking
  - J2EE Web Services on BEA WebLogic
  - Linux Systems Administration Handbook and Toolkit

- **KEY REVISIONS FOR 2003**
  - HP-UX 11i Systems Administration Handbook and Toolkit, 2nd Edition
  - HP-UX 11i Tuning and Performance: Concepts, Tools, and Methods
  - HP Certified: HP-UX System Administration

- **KEY BACKLIST TITLES**
  - HP Consumer Series
    - Printing Projects Made Fun & Easy
  - HP Strategic Series
    - The Business & Economics of Linux and Open Source
  - HP Technical Series
    - IA 64 Linux Kernel
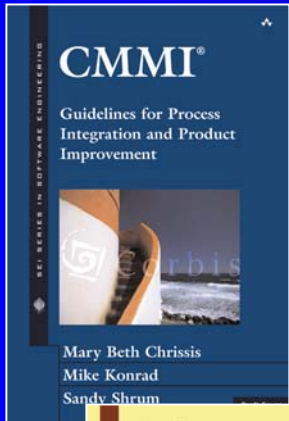
17

Security Cluster 2003

- **KEY TITLES FOR 2003**
  - Firewalls and Internet Security, 2nd Edition: Repelling the Wily Hacker
  - Malware: Dealing with Malicious Code
  - Biometrics and Network Security

- **RECENT CLUSTER TITLES**
  - Web Hacking: Attacks and Defense
  - Computer Security: Art and Science
  - Security in Computing, Third Edition

- **KEY BACKLIST TITLES**
  - Essential Check Point Firewall-1(tm): An Installation, Configuration, and Troubleshooting Guide
  - Honeypots: Tracking Hackers
  - Computer Forensics: Incident Response Essentials
  - Network Security: Private Communication in a Public World, Second Edition
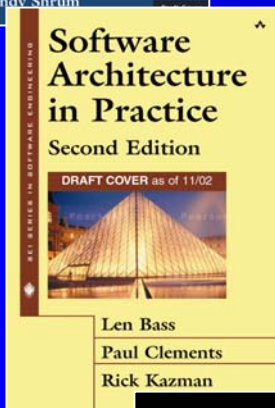
Semiconductor Cluster 2003

- **KEY TITLES FOR 2003**
  - High Speed Signal Propagation: Advanced Black Magic
  - The Essential Guide to Semiconductors
  - Signal Integrity - Simplified
  - Signal Integrity Issues and Printed Circuit Board Design
  - PCB Designers' Reference
  - Design Verification with E

- **KEY BACKLIST TITLES**
  - Fault- Tolerance and Reliability Techniques for High-Density Random-Access Memories
  - Modern VLSI Design: System-on-a-Chip, 3rd Edition
  - CMOS-BiCMOS ULSI: Low Voltage, Low Power
  - The ASIC Handbook
  - Digital Signal Integrity: Modeling and Simulation with Interconnects and Packages
  - Design-For-Test For Digital IC's and Embedded Core Systems
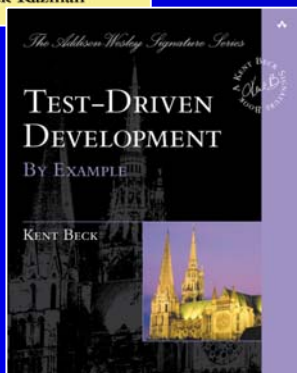 - Real World FPGA Design with Verilog

19

Software Engineering Cluster 2003

- **KEY TITLES FOR 2003**
  - CMMI® Guidelines for Process Integration and Product Improvement
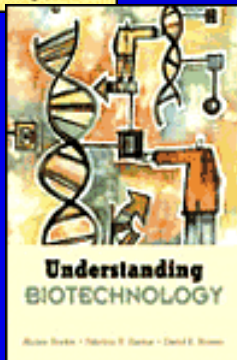 - Code reading, Volume 1: The Open Source Perspective
  - Lean Development

- **ADDITIONAL TITLES**
  - Managing Software Requirements
  - Software Architecture in Practice, 2nd Edition
  - Balancing Agility and Discipline
  - Large-Scale Agile Software Development

- **KEY BACKLIST TITLES**
  - Refactoring: Improving the Design of Existing Code
  - Test Driven Development: By Example
  - Extreme Programming Explained: Embrace Change

Engineering Cluster 2003

- **KEY TITLES FOR 2003**
  - **Nanotechnology: A Gentle Introduction to the Next Big Idea**
  - **The New Six Sigma: A Leader's Guide to Achieving Rapid Business Improvement & Sustainable Results**
  - **Understanding Biotechnology**
  - **DSL Advances**
  - **Mobile Location Services: The Definitive Guide**
  - **Bluetooth Profiles**
  - **Practical Home Wireless Networking**
  - **iTV Handbook: Technologies and Standards**
  - **Verilog HDL, 2nd Edition**