

iPhone™ & iPod® Touch QuickSteps

Dwight Spivey

Imprint: McGraw-Hill Professional



Pub Date: June 2009
ISBN: 9780071634854
Format: Paperback
Subject Area: Consumer
Pages: 224 - Illustrations: 250
Trim: 25.4 x 20.3 cm

Price: AUS \$32.00/ NZ \$36.00

PUBLICITY HIGHLIGHTS:
Media campaign to target major computing publications such as APC magazine. All appropriate online sites and blogs.

Description

Everyone knows the iPhone, and its telephonically-challenged cousin, the iPod Touch, are the coolest devices going in today's fast-paced world of technology. Apple simultaneously turned up the Wow factor for both the computing and telecommunications world's first incarnations of the iPhone and iPod Touch, and these devices have only gotten better with their latest enhancements. While the 2 devices are loaded with great applications that help you stay organised, surf the Web, find your way around town, and more tasks too numerous to mention in this space, they both offer all the multimedia functionality of an iPod –crammed into a beautiful hardware package that could come only from Apple.

iPhone & iPod Touch QuickSteps covers in 4-color layout the iPhone/iPod Touch in a quick & easy no-nonsense manner, yet is thorough enough to not disappoint (or worse, insult) the techies among us. The major applications that come loaded with these wonderful contraptions are covered in the same manner: covering most of the bases while remaining succinct. Following the series premise of QuickSteps, this book shows the reader how to easily and quickly utilise the applications that are on their iPhone or iPod

Touch. The extended coverage about setting up the iPhone/iPod Touch to work with networks, etc is left to the larger How to Do Everything: iPod, iPhone and iTunes, Fifth Edition so this smaller, more succinct book drives home the function and the fun that's in store for you specifically with iPhone/iPod Touch.

Key Features

- Covers how to use iPhone/iPod Touch with your computer to make and receive calls, and get, load & play multimedia files, including music & movies.
- Caters to the likes of both the first-time user and the seasoned pro.
- Content is specialised toward music, multimedia and movies and doesn't stray into superfluous technical material so readers quickly see how to have the most fun with their device
- Passionate product and feature coverage from a true Macophile who knows Apple and their wares inside and out. While this is not a Mac-centric book, the interface of the iPhone/iPod Touch certainly are

Market

This book is written for any and every one who has an iPhone or iPod Touch, and needs the basics on using the applications and multimedia capabilities of their new gadget

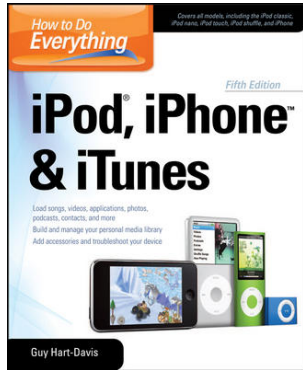
Author Biography

Dwight Spivey was an early adopter of the iPhone and has been an avid user of this little marvel ever since. His Apple product expertise combined with participation in the iPhone Developers program and his love affair with iPhone since its inception makes him especially suited to be author of this book.

How to Do Everything iPod, iPhone & iTunes, Fifth Edition

Guy Hart-Davis

Imprint: McGraw-Hill Professional



Pub Date: June 2009

ISBN: 9780071630245

Format: Paperback

Subject Area: Consumer

Pages: 512 - Illustrations: 275

Trim: 18.7 x 23.2 cm

Price: AUS \$37.95/ NZ \$42.00

Description

Apple has sold more than 160 million iPods since this ubiquitous device debuted in November 2001. With each new model release, Apple adds exciting new features, increased storage capabilities, and lovely and sleek design—but still no documentation is provided. If you're the iPod or iPhone user that needs solid details on all the features your device offers, Apple has nothing in print for you. *How to Do Everything: iPod, iPhone & iTunes, Fifth Edition* to the rescue!

This all-new edition covers the basics of getting your iPod or iPhone set up with either a Mac or PC, and loading it with songs, videos, applications, photos, podcasts, contacts, and more. The book covers the latest models, including the 4th generation iPod nano, the 2G iPod touch, and 3G iPhone, as well as new features like the Genius Playlists and Genius sidebar, Apple TV integration, and using iPod touch/iPhone as a remote control. To make sure the Fifth Edition provides the most value and content for iPhone and iPod Touch users, this edition devotes multiple chapters to features and actions specific to these product owners including when it's safe to jailbreak your iPod and which maintenance you really can do yourself. The book also explains how to download any of the 3,000++ apps available at the App Store (100 Million+ downloads since July 2008), including the 600+ free apps.

Key Features

- Covers all the latest iPod models including the brightly colored new 4G iPod nano, the Shuffle, the iPod Classic (now with up to 120G of storage) and the 3G iPhone (1 million sold in the first 3 days in July!)
- Apple has built in swivel technology (the accelerometer) for more than just the iPod Touch and iPhone.

Market

Ideal for anyone who has bought or received an iPod or iPhone (no matter what model) and wants to get quickly up to speed using this revolutionary device. iPods are available in more than 20 countries around the world with more than 160 million devices in circulation. In addition the iTunes Store has sold more than 2.5 billion songs, 50 million TV shows, and 1.3 million movies to date. 90 percent of new car models in the U.S. now include iPod plug-in functionality. The book covers the device itself as well as locating and sorting music and other downloads, plus the hottest accessories.

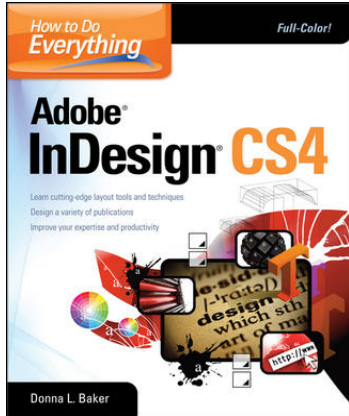
Author

Guy Hart-Davis is the author of more than 50 computer books including *CNET Do-It-Yourself iPod Projects*, all prior editions of *How to Do Everything: iPod & iTunes*, and *Mac OS X Leopard QuickSteps*.

How to Do Everything: Adobe InDesign CS4

Donna L. Baker

Imprint: McGraw-Hill Professional



Pub Date: June 2009

ISBN: 9780071606349

Format: Paperback

Subject Area: Consumer

Pages: 400 - Illustrations: 350

Trim: 18.7 x 23.2 cm

Price: AUS \$65.00/ NZ \$75.00

Description

This full-colour guide explains how to use the undisputed leader in desktop publication tools to create any type of publication, from ad layouts to book and magazine pages, CD covers and brochures. Discover how InDesign CS4 extends beyond the print publication to enhance websites and presentations.

Adobe InDesign is the world's most widely used page layout program and with *How to Do Everything: Adobe InDesign CS4*, readers learn how to take full advantage of the powerful range of features in the latest version. Originally developed for designing static page layouts, InDesign is now able to generate Web designs, PDF documents and presentations. Part of the Adobe Design suites, InDesign can incorporate content directly from Flash, Photoshop, Illustrator and Acrobat. Expert author Donna Baker provides a tour of the program and then describes how to customize it to suit the user's preferences. Baker explains text, image and drawing features, colour and colour management and specialized types of output such as book and Web pages. The final chapters of the book are devoted to the myriad methods for evaluating and testing a publication and then generating high-quality print or PDF files.

Key Features

- Focuses on using program workflows for results instead of merely touring program interface elements
- Screenshots and text show practical development of InDesign publication elements
- Includes workspace and shortcut configurations, preferences, script support and other features designed to increase productivity and expertise
- Full-colour printing throughout showcases design techniques and colour-control tools

Market

The target audience includes marketing and advertising agencies, magazines, newspapers, book publishers, corporate designer and students and educators. Although once exclusively a tool of print and layout artists, InDesign has expanded its capabilities to envelop other design areas such as illustration, Web design and multimedia. Whether the reader is new to the product or upgrading from an earlier version, this book is the perfect, hands-on guide to mastering Adobe InDesign CS4.

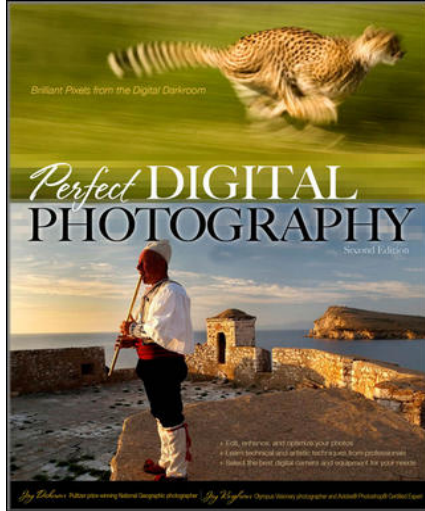
Author

Donna L. Baker is a graphic designer and the author of more than 20 software-related titles. She is an Adobe Community Expert, author of several Adobe white papers and contributes a monthly column to Acrobatusers.com.

Perfect Digital Photography, 2/e

Jay Dickman, Jay Kinghorn

Imprint: McGraw-Hill Professional



Pub Date: June 2009
ISBN: 9780071601665
Previous Edition ISBN:
9780072259216
Format: Paperback
Subject Area: Consumer
Pages: 512 - Illustrations: 400
Trim: 20.3 x 25.4 cm

Price: AUS \$65.00/ NZ \$75.00

Description

Perfect Digital Photography, Second Edition is completely revised and updated to help beginner and intermediate photographers take better photos, maximise image quality and build an efficient workflow for print, Web and multimedia. New to the Second Edition is the inclusion of Adobe Lightroom, the database program for images that offers photographers crucial features and uses recognisable commands that Photoshop users will already be familiar with, making this tool even more powerful.

This is the only four-color book that guides you through the entire photographic process, from composing your photo through archiving and printing and which includes both Photoshop and Lightroom content in one book. These authors present a wealth of information which comes from their combined 40 years of experience; topics covered include refining image quality and the essential techniques needed to bring your photography to the next level as well as advice on what to keep in your camera bag and the best approach to capture a wide range of subjects and situations. The inclusion of

Lightroom is key as this product is becoming the pre-eminent tool for photographers.

Key Features

- New content for this edition includes dual coverage of Lightroom and Photoshop, updated content on digital SLRs, which new camera features are important plus updated chapters on multimedia aspects of photography combining photos with audio, video and text, photo-sharing sites and YouTube content
- Includes essays from top photographers and photo editors which add essential insight into the creative process

Market

The audience for this book consists of three groups – Beginner through Intermediate digital camera owners who want to improve their skills, Photoshop users that use this products image editing features currently and Adobe Lightroom users.

Author

Jay Dickman is a Pulitzer Prize-winning photographer and a regular contributor to *National Geographic*.

Jay Kinghorn is an Olympus Visionary photographer, Adobe Photoshop Certified Expert, and full-time digital photography consultant, trainer and presenter.

Cisco ASA Configuration

Richard Deal

Imprint: McGraw-Hill Professional



Pub Date: June 2009

ISBN: 9780071622691

Format: Paperback

Subject Area: Consumer

Pages: 768 - Illustrations: 100

Trim: 17.9 x 23.2 cm

Price: AUS \$105.00/ NZ \$115.00

Description

Firewalls are used as a perimeter defense for data networks, protecting corporations from hackers and external threats. With network attacks becoming more dangerous, and with companies relying more on the Internet for key services and applications, secure and protected access of a company's resources is critical. The Cisco PIX Firewall product has gone EOS (end-of-sale), and has been replaced by Cisco ASA. Cisco ASA is Cisco's line of network security devices that succeeded three existing lines of popular Cisco products: Cisco PIX, which provided firewall and network address translation (NAT) functions, Cisco IDP 4200, which worked as intrusion detection system (IDS), and Cisco VPN 3000 Series Concentrators, which provided virtual private networking (VPN). Cisco defines the Cisco ASA (adaptive security appliances) as purpose-built solutions that combine the most effective security and VPN services with the innovative Cisco Adaptive Identification and Mitigation (AIM) architecture.

Designed as a key component of the Cisco Self-Defending Network, the adaptive security appliance provides proactive threat defense that stops attacks before they spread through the network, controls network activity and application traffic, and delivers flexible VPN connectivity. The result is a powerful multifunction network adaptive security appliance family that provides the security breadth and depth for protecting small and medium-sized business and enterprise networks while reducing the overall deployment and

operations costs and complexities associated with providing this new level of security.

Richard Deal updates his bestselling book, Cisco PIX Firewalls, with a new book in the Network Professionals Library series which covers the Cisco ASA product line. *Cisco ASA Configuration* is for network professionals wishing to use the Cisco ASA security appliance to secure their network. This book covers, in depth, how to configure and maintain a Cisco ASA appliance to control traffic in the network and provide protection for important company resources.

Key Features

- In-depth hands-on implementation examples throughout the book.
- Covers the latest features in version 8.0 and 8.1
- Richard is a Cisco expert, Cisco instructor and the bestselling author of *Cisco PIX Firewalls* and several Cisco certification titles

Market

- *Cisco PIX Firewalls* sold 15,000 copies
- IT professionals responsible for securing the corporate network are the main audience for this book

Author

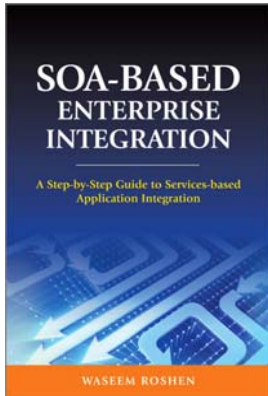
Richard Deal, CCNA, CCNP, CCDA, CCDP is a certified Cisco instructor, a Cisco certification test writer, consultant, and trainer.

SOA-based Enterprise Integration

A Step-by-Step Guide to Services-based Application Integration

Waseem Roshen

Imprint: McGraw-Hill Professional



Pub Date: June 2009

ISBN: 9780071605526

Format: Hardcover

Subject Area: Software Engineering

Pages: 400 - Illustrations: 50

Trim: 17.9 x 23.2 cm

Price: AUS \$95.00/ NZ \$105.00

Description

Service-oriented Architecture (SOA) is the most modern style for designing software applications. It breaks down complex, multi-million lines of code and business processes into “services” that can be combined, reused, and transformed as the needs of a business change.

The global SOA market is a multi-billion dollar industry. Organisations all over the world are moving IT systems to SOA-based systems (for instance, the author is involved in United Airlines’ \$250M effort to transform its existing online reservation system into an SOA-based system). Consulting companies like Accenture and Tata all sell SOA systems and services. In the past two years alone, IBM has hired tens of thousands of IT professionals with SOA skills.

SOA-based Enterprise Integration is a practical guide to implementing Service-Oriented Architecture (SOA) within the enterprise. It is the first book to clearly explain the rationale for using SOA in an enterprise integration scenario, and the only book that explicitly explains the various options that are available for integrating mainframe applications, as well as packaged applications (SAP, Oracle, IBM). It is also the first book to detail in a practical

manner how to use Enterprise Service Bus within an integration scenario.

Key Features

- Author is Senior IT Architect in the Enterprise Architecture and Technology Center of Excellence at the IBM Corporation where he implements multi-million dollar SOA solutions
- Provides a prescriptive and detailed guide to enterprise applications integration employing Service Oriented Architecture (SOA)
- Describes Enterprise Service Bus (ESB) in detail and in a step-by-step manner
- The only book to explicitly describe mainframe applications and packaged applications integration using services in a practical manner

Market

- Enterprise architects and developers; integration architects and developers; application architects and Developers; software project managers.
- This book is language and operating system-agnostic, making it have broad appeal.

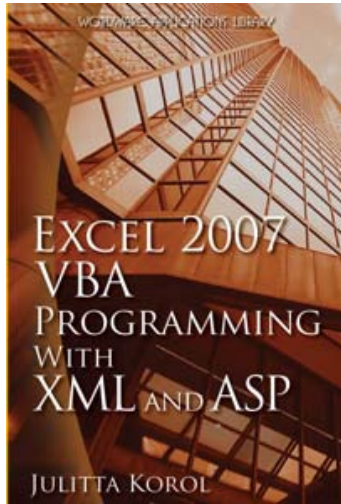
Author

Dr. Waseem Roshen has a Ph.D. from The Ohio State University and has over 18 years of practical experience in the Information Technology (IT) field.

Excel 2007 VBA Programming with XML and ASP

Julitta Korol

Imprint: Wordware



Pub Date: June 2009

ISBN: 9780071605526

Format: Hardcover

Subject Area: Software Engineering

Pages: 400 - Illustrations: 50

Trim: 17.9 x 23.2 cm

Price: AUS \$95.00/ NZ \$105.00

Description

Excel 2007 Programming by Example with XML and ASP offers a hands-on approach for those looking to extend and customize Excel functionality. From recording a simple macro and writing VBA code to working with XML documents and using ASP to access and display data, this book takes you on a programming journey that will change the way you work with Excel.

Key Features

- Automate spreadsheet tasks with macros.
- Write VBA code to program PivotTables, generate charts, build dialog boxes, and customize the Ribbon.
- Handle errors and debug programs.
- Create hyperlinks and publish HTML files.
- Retrieve data from the web directly into Excel.
- Develop and manipulate smart tags using XML.

The example files for the book's Hands-On activities can be downloaded from www.wordware.com/files/excel07.

Market

- Programmers and intermediate to advanced users of Excel 2007

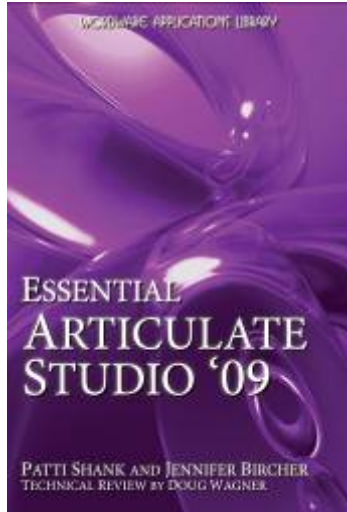
Author

Julitta Korol studied 10 world languages before switching her language passion to computers. Since 1993, she has delivered custom-tailored, hands-on training and automated a host of companies by developing advanced database and spreadsheet applications. Among her titles for Wordware are *Learn Microsoft Access 2003 Programming by Example with VBA, XML, and ASP*, *Excel 2003 VBA Programming with XML and ASP*, and *Access 2007 Programming by Example with VBA, XML, and ASP*.

Essential Articulate Studio '09

Patti Shank and Jennifer Bircher

Imprint: Wordware



Pub Date: June 2009
ISBN: 9781598220582
Format: Paperback
Subject Area: Computing/ Instructional Authoring
Pages: 750
Trim: 15.2 x 22.9cm

Price: AUS \$79.95/ NZ \$90.00

Description

Essential Articulate Studio '09 is designed to help novice to intermediate users of Articulate Studio '09 get the most from using these tools—Presenter, Engage, Quizmaker, and Video Encoder—to develop quality informational and instructional materials. It was written with the following goals in mind:

- Help new users get up to speed as quickly and painlessly as possible
- Assist users of previous versions of Articulate Studio (and previous versions of Presenter, Engage, and Quizmaker) in capitalising on improvements made to these tools in the '09 versions
- Provide tips and tools that make information and instruction faster, easier, and better
- Help new and previous users develop information and instruction that is more valuable for the intended audience(s)

This book is unique because it can serve as both a tutorial for the Studio '09 products and as a primer on designing and building good information and instruction with these tools. The advice and insights

are practical and take into account the we-need-it-yesterday environments that most people who use these tools operate in. Many books about online learning discuss how to build good instruction, but this book actually shows you how to build it, using some of the best authoring tools in the industry.

The authors are both instructional design practitioners with over 35 years of combined experience, working day-to-day on informational and instructional projects for business, higher education, nonprofit, government, and professional development clients. Because of their wealth of experience, they are able to provide real-world perspectives, which is especially valuable to anyone who is just starting to build information and instruction.

Author

Patti Shank, PhD, CPT, is the president of Learning Peaks, an internationally recognised instructional design and technology consulting group best known for helping others optimise online and blended learning.

Jennifer Bircher, MCIS, launched into the CBT world during its infancy, by developing courses for the U.S. Army Corps of Engineers. Her career has evolved over the past 19 years into designing, writing, and programming a wide variety of CBT, WBT and e-learning courses, both retail and custom.