**WHAT'S NEW**

- *The Myths of Innovation*
- *Programming Firefox*
- *Office 2007: The Missing Manual*
- *Learning Ruby*
- *RESTful Web Services*

WHAT'S HOT

- *Mac OS Tiger: The Missing Manual*
- *Windows Vista: The Missing Manual*
- *Head First Design Patterns*
- *JavaScript: The Definitive Guide*
- *Head First HTML with CSS & XHTML*

CONTENTS

- In the Spotlight
- Manning
- No Starch
- PC Publishing
- Pragmatic
- Book Changes and Out-of-Prints

HOT NEW TITLE**Flash CS3: The Missing Manual**

By E.A. Vander Veer & Chris Grover



ISBN: 9780596510442

\$34.99 US, \$45.99 CAN

May 2007

527 pgs (est.)

Shelving: Web Design/Flash

User Level: Beginner and intermediate web designers

Will Sell Like: 0596006454, *Flash Hacks*

Flash CS3--the premier tool for creating web animations and interactive features--can be intimidating to learn, even to approach. *Flash CS3: The Missing Manual* helps beginners get comfortable with the software by providing a strong primer on animation and a guided tour of all the necessary tools and elements in Flash. The book then helps beginners and Flash veterans alike master special effects, morphing, adding audio, video, and interactivity, and much more. This entertaining reference tutorial also teaches design principles throughout and points readers away from elements that can distract or annoy an audience. It's the perfect companion to the powerful Flash CS3 software.

KEY SELLING POINTS

- Day-and-date publication.
- The first new release of Flash since Adobe bought Macromedia--integration with other Adobe products will create a big incentive for upgrades
- Helps newcomers get comfortable with the Flash interface
- Teaches beginners how to turn an idea into a Flash splash intro, tutorial, or movie - an area where non-developers become stalled
- Hands-on instructions for adding audio, video, interactivity, and animation to Flash images



bash Cookbook

By Carl Albing, JP Vossen & Cameron Newham

Shell scripting is a way to harness and customize the power of any Unix system, and an essential skill for Unix users, system administrators, and even professional Mac OS X developers. But beneath this simple promise lies a treacherous ocean of variations in Unix commands and standards. *bash Cookbook* teaches shell scripting the way Unix masters practice the craft. It presents a variety of recipes and tricks for all levels of shell programmers so that anyone can become a proficient user of the most common Unix shell -- the bash shell -- and cygwin or other popular Unix emulation packages. This cookbook is full of useful scripts, along with examples that explain how to create better scripts.

KEY SELLING POINTS

- Essential for Unix users and system administrators
- Full of useful scripts readers can use right away
- The authors are seasoned Unix veterans
- Will be announced to over 25,000 newsletter subscribers
- Will be promoted at USENIX conferences, MacWorld, and LinuxWorld

May 2007

\$49.99 US, \$64.99 CAN

ISBN: 9780596526788

622 pgs (est.)

Shelving: Unix / Linux

Audience: Unix and Mac OS X users and system administrators

Will Sell Like:

0596005954, *Classic Shell Scripting*



Learning WCF

By Michele Leroux Bustamante

This easy-to-use introduction to Microsoft Windows Communication Foundation (WCF) is ideal for developers who want to learn to build services on a company network or as part of an enterprise system. Any developer new to WCF will find that this book is exactly what they need to get a jump on the next generation platform for service-oriented application (SOA) development. The book covers fundamentals of WCF while providing scenarios for how readers can apply this technology to achieve traditional distributed communications and interoperable web services.

KEY SELLING POINTS

- Increasing demand among companies for SOA-based web services
- Windows Communication Foundation is the way web services will be built on Windows
- Michele Bustamante is a popular and well-known WCF presenter at Microsoft developer events
- This book provides detailed answers and explanations for the most common questions asked by software developers
- Code samples and more than 20 hands-on labs help readers grasp the concepts
- WCF is part of Windows Vista and also works with Windows XP and Windows Server 2003

May 2007

\$44.99 US \$58.99 CAN

ISBN: 9780596101626

607 pgs (est.)

Shelving: Windows/.NET Programming

User Level: Beginning to Advanced developers

Will Sell Like:

0596102097, *Learning C#*



The Myths of Innovation

By Scott Berkun

Former Microsoft manager and bestselling author Scott Berkun takes a careful look at the history of innovation, including the recent years of the software and Internet age, to reveal that what we know about innovation is wrong. Fast-paced and fascinating, the book helps readers understand how innovation really happened in the past, and how it happens today.

KEY SELLING POINTS

- Author of O'Reilly's bestselling *The Art of Project Management*
- A powerful and fun read: combines a knowledge of technological history with personal experience with innovation in the software industry (Microsoft 1994-2003)
- Written as a narrative from the perspective of a friendly insider, rather than as a textbook
- Author is an excellent public speaker who intends to promote this title with a book tour, on his web site (www.scottberkun.com), by soliciting early reviews through his network of contacts in business schools and the tech-sector, and by launching a new set of training and consulting services tied to this book.

May 2007

\$24.99 US, \$32.99 CAN

ISBN: 9780596527051

192 pgs

Shelving: Technology/Business

User Level: Business leaders and analysts, technology leaders and general managers

Will Sell Like:

0596007868, *The Art of Project Management*



RESTful Web Services

By Leonard Richardson & Sam Ruby

This book teaches programmers how to create web services using the same standards that make the Web so successful. As an alternative to today's heavyweight web service architectures such as SOAP and UDDI, *RESTful Web Services* shows developers how to use the Representational State Transfer web architecture, or REST, to provide services over the Web that are fundamentally simple, both for producers and the consumers. The book sets down best practices for RESTful web applications that are elegant, easy to understand, and easy to use.

KEY SELLING POINTS

- Increasing interest in and need for web services, plus frustration with "heavy weight" web services solutions is creating demand for simpler alternatives
- Hot technology -- REST is expected to explode in 2007 as Ajax did in 2005
- This book is perfectly timed to take advantage of the rush to RESTful web services
- Amazon, Flickr, Google, and Yahoo all implement RESTful interfaces
- Web services is a \$1 million book market that is growing rapidly
- Provides best practices for RESTful web applications that are elegant, easy to use, and easy to understand

May 2007

\$39.99 US \$51.99 CAN

ISBN: 9780596529260

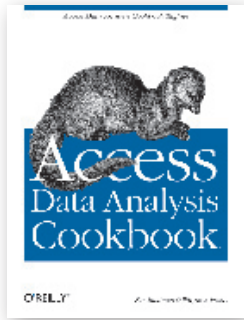
446 pgs

Shelving: Web Services/Web Development

User Level: Intermediate to Advanced web developers

Will Sell Like:

0596006756, *Enterprise Services Bus*



Access Data Analysis Cookbook

By Ken Bluttman & Wayne S. Freeze

For anyone with large quantities of data in a Microsoft Access database who needs to study that data in depth, *Access Data Analysis Cookbook* offers a collection of practical ways to analyze data and then present the analysis. The first part of the book shows readers how to extract the data they need to work with, while the second shows how to perform calculations on it. With our unique format that presents a variety of common problems and their solutions, plus a discussion of each one, readers will learn how to apply statistics to summarize business information, how to jump beyond SQL by manipulating data with VBA, process dates and times, and even reach into the Excel data analysis toolkit. Those who want to use their data, and not just store it, will find this guide invaluable.

KEY SELLING POINTS

- Unique offering featuring our Cookbook approach
- Large market (Access books will bring in nearly \$5.5 million in cash register sales in 2006 -- BookScan)
- A complete data extraction and analysis toolkit
- Covers Access 2003 and Access 2007

May 2007

\$49.99 US, \$64.99 CAN

ISBN: 9780596101220

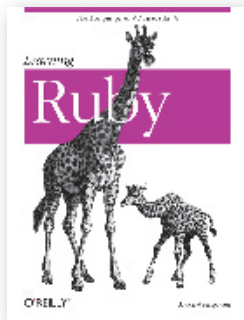
366 pgs

Shelving: Database/Access

User Level: Intermediate to advanced users of Microsoft Access

Will Sell Like:

0596009763, *SQL Cookbook*



Learning Ruby

By Michael Fitzgerald

This new book is a guided tour of one of the fastest-growing languages out there. It walks readers through the basic structures of the Ruby language, explaining how all the pieces fit together and demonstrating their use with practical examples, including working with Rails.

KEY SELLING POINTS

- As the popularity of Rails grows, more and more people are exposed to Ruby, creating a strong market for an introductory title
- Comprehensively explains the foundations of Ruby, emphasizing features that make it different from other languages
- Self-contained examples give readers ready-made code from common situations

May 2007

\$34.99 US, \$45.99 CAN

ISBN: 9780596529864

255 pgs

Shelving: Programming Languages

User Level: Web developers new to the Ruby programming language

Will Sell Like:

0596002815, *Learning Python, 2E*



MAKE: Technology on Your Time, Volume 10

By Mark Frauenfelder, Editor

If you like to tweak, disassemble, recreate, and invent cool new uses for technology, you'll love *MAKE*, our project-based quarterly for the inquisitive do-it-yourselfer.

MAKE Volume 10 explores the world of Home Electronics. From a mobile drive-in theater to a sound and light machine to fine-tune your brain, this issue is chock full of circuits and devices that will entertain, educate, and illuminate.

KEY SELLING POINTS

- Delivers the same sort of high-energy, out-of-the-box thinking about technology that characterizes the Hacks and Projects for Geeks series
- Taps into the huge Do-It-Yourself market in a unique, highly readable format
- Supported by extensive web promotion, grassroots marketing within O'Reilly's established technology communities, and one of O'Reilly's most extensive customer marketing and awareness programs ever

May 2007

\$14.99 US, \$17.99 CAN

ISBN: 9780596513863

190 pgs

Shelving: Technology/DIY

User Level: Tech DIY enthusiasts, hobbyist engineers/designers, makers

Will Sell Like:

978059651378X, *Make:*

Technology on Your Time, Vol. 9



Cubase 4 Tips and Tricks

By Keith Gemmell

Cubase 4 is undoubtedly one of the most powerful MIDI and audio production suites around - but are you realizing its full potential? This highly readable book is crammed with practical "insider" tips and tricks using the program creatively.

Keep it by you as you work. You'll find it not only a great companion for troubleshooting and advice but also a source of inspiration.

Discover the art of recording, arranging, editing, using plug-ins and VST instruments, processing audio, mixing and much more - all within the realms of Cubase 4.

KEY SELLING POINTS

- For Cubase 4 and Cubase Studio 4
- Recording, editing, mixing and mastering
- Time saving shortcuts
- Discover Cubase 4's hidden secrets
- Become a power user
- Improve your workflow

May 2007

\$18.95 US, \$24.95 CAN

ISBN: 9781906005016

160 pgs (est.)

Shelving: Digital Music

User Level: Flash developers

PC Publishing



Ajax in Practice

By Dave Crane, Jord Sonneveld, Bear Bibeault, Ted Goddard, Chris Gray, & Ram Venkataraman

Ajax in Practice provides example-rich coverage of Ajax packed with ready-to-use code and practical recipes for common and not-so-common tasks. Ajax developers now face the move from Ajax-as-theory to Ajax-in-practice. *Ajax in Practice* guides web developers through the transition from learning about Ajax to successfully applying Ajax-driven techniques in real-world development scenarios.

KEY SELLING POINTS

- Go beyond what Ajax is and learn how to put Ajax to work
- Master numerous techniques for user interface design and site navigation
- Work hands-on with professional-grade reusable Ajax code designed to solve real problems

May 2007

\$44.99 US, \$58.99 CAN

ISBN: 9781932394993

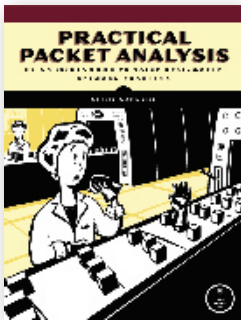
450 pgs (est.)

Shelving: Web Development

User Level: Intermediate

Will Sell Like:

1932394699, *Ruby for Rails*



Practical Packet Analysis

By Chris Sanders

Wireshark (formerly called Ethereal) is the world's most powerful "packet sniffer," allowing its users to uncover valuable information about computer networks (whether theirs or others'). Rather than simply take readers through Wireshark's tools, *Practical Packet Analysis* shows how to use the software to monitor their own networks. The book is aimed at network engineers and systems administrators, but it's clear enough for even Wireshark newbies. The author begins by discussing how networks communicate and builds from there to give readers a solid understanding of how packets travel along the wire. The second half of the book contains real-world examples and case scenarios that help readers apply the knowledge they learn to their own networks.

KEY SELLING POINTS

- Technical review by Gerald Combs, creator of Wireshark
- Practical guide tells users what to do with the packets they capture

May 2007

\$39.95 US, \$49.95 CAN

ISBN: 9781593271497

192 pgs

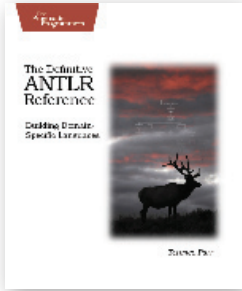
Shelving: Network administration

Will Sell Like:

9781593270704, *Nagios*



**NO STARCH
PRESS**



The Definitive ANTLR Reference

By Terence Parr

ANTLR v3 is the most powerful, easy-to-use parser generator built to date, and represents the culmination of more than 15 years of research by Terence Parr. This book is the essential reference guide to using this completely rebuilt version of ANTLR, with its amazing new LL(*) parsing technology, tree construction facilities, StringTemplate code generation template engine, and sophisticated ANTLRWorks GUI development environment. Learn to use ANTLR directly from the author!

- Widely diverse, ranging from current technology, the past, and the future
- While there is a large and active user base, there is very little documentation on the new ANTLR v3; most of the book content will not be available anywhere else
- ANTLR is included on all OS X and Linux installations and is widely used by all large corporations and many university classes (ANTLR works on all computers)
- ANTLR v3 will work with many languages (C, C++, C#, Objective-C Java, Python, and Ruby), thus increasing market size

May 2007

\$36.95 US, \$48.95 CAN

ISBN: 9780978739256

376 pgs

Shelving: Programming/Java

User Level: Intermediate

Will Sell Like: 9780974514017,
*Pragmatic Unit Testing in Java
with Junit*

KEY SELLING POINTS

- Domain-specific languages are becoming the next Hot Topic
- ANTLR is the most popular parser generator, with more than 5,000 downloads per month



TITLE CHANGES**MANNING TITLE CHANGE:****SOA Security**

(9781932394689)

Was: SOA Security in Action

NO STARCH TITLE CHANGES:**Forbidden LEGO: Build the Models Your Parents Warned You Against!**

(9781593271374)

Was: Forbidden LEGO

Hacking: The Art of Exploitation

(9781593271374)

Was: Forbidden LEGO

O'REILLY TITLE CHANGES:**Adobe InDesign CS3 One-on-One**

(9780596529765)

Was: InDesign CS3 One-on-One

Adobe Photoshop CS3 One-on-One

(9780596529758)

Was: Photoshop CS3 One-on-One

ROCKY NOOK TITLE CHANGE:**Software Testing Process: Test Management: A Study Guide for the Certified Tester Exam ISTQB Advanced Level**

(9781933952130)

Was: The Software Testing Process: Test Management: A Study Guide for the Certified Tester Exam ISTQB Advanced Level

SITEPOINT TITLE CHANGE:**Simply JavaScript**

(9780980285802)

Was: Simply JavaScript: Using the DOM

PRICE CHANGES**NO STARCH PRICE CHANGES:****Hacking: The Art of Exploitation**

(9781593271442)

Was: \$39.95 US, \$49.95 CAN

Now: \$49.95 US, \$59.95 CAN

Practical Packet Analysis: Using Wireshark to Solve Real-World Network Problems

(9781593271497)

Was: \$44.95 US, \$55.95 CAN

Now: \$39.95 US, \$49.95 CAN

Ruby by Example: Concepts and Code

(9781593271480)

Was: \$34.95 US, \$43.95 CAN

Now: \$29.95 US, \$37.95 CAN

The Book of Python: From the Tip of the Tongue to the End of the Tale

(9781593271039)

Was: \$49.95 US, \$61.95 CAN

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The LEGO MINDSTORMS NXT Idea**Book: Design, Invent, and Build**

(9781593271503)

Was: \$24.95 US, \$30.95 CAN

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(9781593271411)

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The Book of Python: From the Tip of the Tongue to the End of the Tale

(9781593271039)

Was: \$74.95 CAN

Now: \$71.95 CAN

Wicked Cool PHP: Real-World Scripts That Make Difficult Things Possible

(9781593271022)

Was: \$43.95 CAN

Now: \$41.95 CAN

OUT OF PRINT TITLES**NO STARCH OUT OF PRINTS:**

The following titles have an out-of-print announcement date of **June 1, 2007** & an out-of-print effective date of **October 1, 2007**:

Official Blender 2.3 Guide

(9781593270414)

Official Blender GameKit

(9781593270049)

O'REILLY OUT OF PRINTS:

The following titles have an out-of-print announcement date of **June 1, 2007** & an out-of-print effective date of **October 1, 2007**:

MAKE: Technology on Your Time, Volume 06

(0596527179)

MAKE: Technology on Your Time, Volume 07

(0596527187)

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