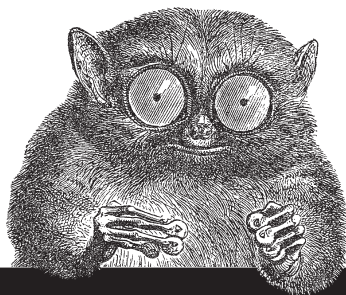


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NEWS AND INFORMATION FOR OUR RETAIL PARTNERS

NOVEMBER 2007, ISSUE NO. 7

## WHAT'S NEW

- *Dynamic Learning: Dreamweaver CS3*
- *Quicken 2008: The Missing Manual*
- *Head First C#*
- *The Art of Agile Development*
- *Illustrated Guide to Astronomical Wonders*

## WHAT'S HOT

- *iPhone: The Missing Manual*
- *iPod: The Missing Manual, 6E*
- *Photoshop Elements 6: The Missing Manual*
- *Photoshop CS3 One-on-One*
- *Essential ActionScript 3.0*

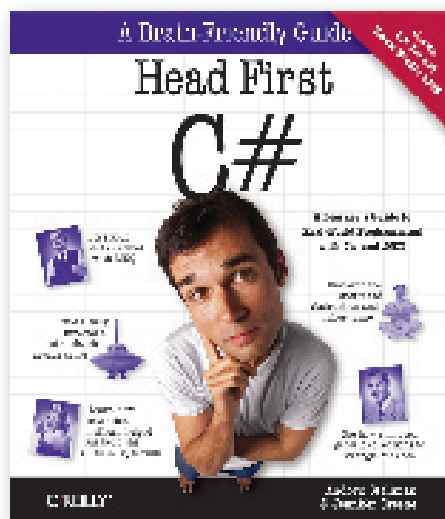
## CONTENTS

- In the Spotlight
- No Starch
- PC Publishing
- Rocky Nook
- Book Changes and Out-of-Prints

## HOT NEW TITLE

# Head First C#

By Andrew Stellman & Jennifer Greene



ISBN: 9780596514822  
\$49.99 US, \$49.99 CAN  
November 2007  
778 pgs (est.)  
Shelving: C# / .NET  
Will Sell Like: 9780596009205,  
*Head First Java, 2E*

This book offers beginning programmers a bright alternative to the legions of dull tutorials on C#, the popular object-oriented language used on Microsoft's .NET platform. With its visually rich format proven to stimulate both learning and retention, the book takes readers through C# fundamentals, and how the language works to create user interfaces, databases, and more. Readers apply what they've learned in a series of hands-on labs.

## KEY SELLING POINTS

- Extremely popular format -- 7 Head First titles published to date are bestsellers
- Book uses visuals, graphics, games, puzzles and more to introduce C# programming
- Four labs help readers program their first applications
- Labs of increasingly complexity are designed to be like professional programming tasks
- Readers learn about object-orientation, coding skills, testing, debugging, deploying, and more in a way they'll understand and remember
- Written by the authors of the bestselling *Head First PMP* (0-596-10234-8)

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November 2007  
 \$39.99 US, \$47.99 CAN  
 ISBN: 9780596514549  
 406 pgs  
 Shelving: Oracle/Databases  
 Will Sell Like:  
 9780596005856, *Oracle Essentials, 3E*

## Oracle Essentials, 4E

By Rick Greenwald, Robert Stackowiak & Jonathan Stern

Written by experienced Oracle insiders, this easy-to-read volume covers every aspect of the Oracle database for readers of all technical levels. The book includes information on Oracle's product line, architecture, data structures, networking, concurrency, tuning and more. Augmented with illustrations and helpful hints, this one-stop overview gives users the conceptual background to understand how the Oracle database truly works.

### KEY SELLING POINTS

- Covers Oracle 11g, the latest release, as well as 10g and 9i
- A concise and technical overview of the Oracle database and underlying concepts
- Appeals to a wide range of readers at every level of expertise
- More comprehensible than complete references, more detailed than most primers
- Will coincide with the release of Oracle11g (October 2007) and the Oracle OpenWorld conference in November 2007



November 2007  
 \$34.99 US, \$41.99 CAN  
 ISBN: 9780596514938  
 420 pgs (est.)  
 Shelving: Linux  
 Will Sell Like:  
 9780596007874, *Knoppix Hacks*

## Knoppix Hacks, 2E

By Kyle Rankin

By using the hacks in this book with the accompanying DVD, PC users -- Windows and Linux fans alike -- can apply Knoppix in a variety of ways, such as diagnosing and repairing problems with the computer, using it as a rescue disk, and relying on it as a day-to-day desktop operating system. Knoppix is a full-featured Linux OS that can run directly off the DVD or be installed on the hard drive. This book enables users to explore and exploit the versatility of this unique Linux distribution.

### KEY SELLING POINTS

- Follow-up to the wildly successful first edition (0-596-00787-6)
- Updated for the latest version, Knoppix 5.1 (previous edition covered Knoppix 3.6)
- 125 hacks for using a version of Linux that doesn't demand the hassle of installing it
- 25 brand new hacks plus updates to existing hacks; approximately 1/3 of the content is new
- Explains how to troubleshoot, repair, and disinfect a PC running Windows or Linux using the Knoppix Live DVD
- Shows how to customize Knoppix for day-to-day use
- Strong cross-sell opportunities -- serves as an introduction to other O'Reilly Linux titles



## Linux Networking Cookbook

By Carla Schroder

As Linux continues to grow in market share, network administrators need more tools to help solve problems in a wide range of protocols and environments. This book offers them a broad collection of recipes that range from putting a system on the network, creating firewalls, VLANs and VPNs, to system and network monitoring, troubleshooting, and working with IPv6.

### KEY SELLING POINTS

- Similar audience as best-selling "Linux Server Hacks" (0596100825)
- Experienced author -- her technology columns have a strong following (see [tuxcomputing.com](http://tuxcomputing.com))
- Will be promoted at LinuxWorld and O'Reilly OSCON
- Will be announced to over 17,000 newsletter subscribers

November 2007

\$44.99 US, \$44.99 CAN

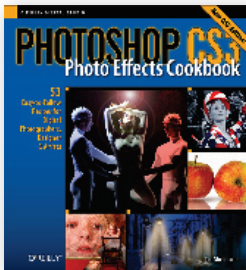
ISBN: 9780596102487

638 pgs (est.)

Shelving: Linux/Networking

Will Sell Like:

9780596005481, *Linux Network Administrator's Guide, 3E*



## Photoshop CS3 Photo Effects Cookbook

By Tim Shelbourne

This book offers easy-to-follow recipes that enable digital photography enthusiasts of all levels to simulate classic camera and darkroom techniques and special effects -- even if they don't know Photoshop CS3 inside and out. Packed with hundreds of full-color photographs, step-by-step instructions, and many practical tips, the book includes recipes for simulating rain and other natural phenomena, assembling photomontages, and much more.

### KEY SELLING POINTS

- New edition updated to cover Adobe Photoshop CS3
- Previous edition is one of the top sellers in the Photoshop book category
- Includes real-world techniques that readers can apply immediately to their own photographs or digital illustrations
- Reveals the inside secrets behind a wide range of photographic special effects

November 2007

\$29.99 US, \$29.99 CAN

ISBN: 9780596515041

176 pgs (est.)

Shelving: Photoshop/Digital Photography

Audience: Digital photographers and graphic artists of every technical level

Will Sell Like:

9780596100223, *Photoshop Photo Effects Cookbook*



## Quicken 2008: The Missing Manual

By Bonnie Biafore

Quicken is one of today's most popular and convenient ways to keep track of personal finances, and this book is a refreshingly funny and sensible guide for consumers who want to use the program to simplify their finances and make the most of their money. It delivers clear explanations, step-by-step instructions, relevant advice, lots of graphics, and plenty of real-world examples for putting Quicken to the best use.

### KEY SELLING POINTS

- Revision of a strong-selling consumer title, updated for the latest version of the software
- Explains features clearly and jargon free, revealing which work well and which don't
- Covers everything in a friendly, witty style that engages novices and experts alike
- Includes insightful tips, tricks, and shortcuts for working with Quicken 2008
- Author is a financial-software writer and personal finance expert who's written several O'Reilly books, including the ones that cover Quicken and QuickBooks

November 2007

\$24.99 US, \$29.99 CAN

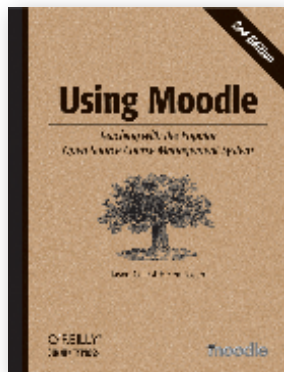
ISBN: 9780596515157

446 pgs (est.)

Shelving: Quicken/Personal Finance

Will Sell Like:

9780596101848, *Quickbooks 2006: The Missing Manual*



## Using Moodle, 2E

By Jason Cole & Helen Foster

This book is a comprehensive, hands-on guide to Moodle, the open source course management system (CMS) for online learning and as a supplement to face-to-face learning. Updated for the latest version, this edition explains how Moodle works, with plenty of examples and best practices for its many features and plug-in modules. Moodle gives teachers and trainers powerful tools for assignments, forums, journals, quizzes, surveys, chat rooms, and workshops.

More than just a series of "how-tos," this book encompasses oblique industrial design and fabrication philosophies, countless cultural reference points, and innumerable bad puns, from the perspective of an enthusiastic and foul-mouthed purveyor of "artsy fartsy nonsense."

### KEY SELLING POINTS

- Covers everything a teacher needs to know to manage courses with Moodle
- Updated to cover features in Moodle's latest version, including blogging and RSS feeds
- Includes coverage of groupware features such as chat, forums, and wikis
- Moodle is supported by an exceptionally strong community
- First edition far exceeded sales expectations
- Author is a member of the Moodle community

November 2007

\$39.99 US, \$47.99 CAN

Short Discount

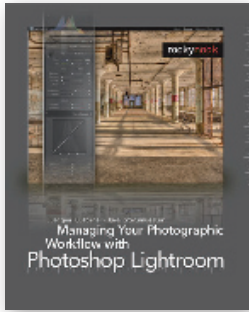
ISBN: 9780596529815

282 pgs (est.)

Shelving: Web Authoring & Design/eLearning

Will Sell Like:

9780596008635, *Using Moodle*



## Managing Your Photographic Workflow with Photoshop Lightroom

By Uwe Steinmueller & Juergen Gulbins

With Adobe Photoshop Lightroom (and Apple's new competitive program, Aperture), a new generation of software tools has arrived that have been designed from the ground up specifically for digital photographic post-processing.

This book guides the new user through Photoshop Lightroom 1.1, which has more power under the hood, and a little more complexity than one would expect from its fairly straightforward user interface.

With easy to follow, step-by-step instructions and full-color illustrations, the authors demonstrate how to use Photoshop Lightroom to build an efficient photographic workflow; from importing and organizing images; through the development and editing phases; all the way to building presentations for the web and in

slideshows; and finally, to the ultimate product--the fine art print on paper.

### KEY SELLING POINTS

- Book covers Lightroom 1.1
- Focus on the photographic workflow
- How to organize the (digital) darkroom with Lightroom
- From photographers for photographers

rockynook

November 2007

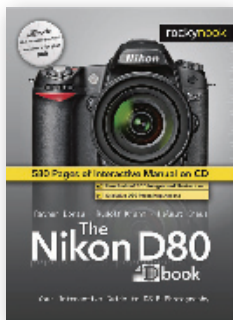
\$29.95 US, \$35.95 CAN

ISBN: 9781933952208

220 pgs

Shelving: Photography/Computers

Audience: Intermediate level. For photographers, designers and students



## The Nikon D80 Dbook (Hardbound)

By Rainer Dorau, Rudolf Krahm & Helmut Kraus

Rocky Nook Dbooks are the ideal companion for anyone who wants to get the most from their Nikon D80. With more than 580 digital pages in Acrobat format, you will discover the fundamentals on all aspects of the digital image creation process: digital photography basics, taking pictures, image optimization, lenses, accessories, and much more.

Rocky Nook Dbooks go well beyond the Nikon camera manuals and are well-organized, beautifully illustrated introductions to digital photography with the Nikon system.

The Dbooks offer clickable examples and digital images that explain before-and-after situations and clearly illustrate the individual stages of the processes involved. Navigation is easy with the built-in hyperlinks or the detailed index and Acrobat search functions. Rocky Nook Dbooks make reading just as exciting and interactive as digital photography itself. High-resolution RGB images help to illustrate subtle differences

and effects which would hardly be visible on a printed book page.

Rocky Nook Dbooks also include a handy booklet for use on the road, which is filled with practical overviews of your camera and menu options.

### KEY SELLING POINTS

- Dbooks: Probably the most important accessory for your Nikon D80
- Interactive PDF
- A complete photography textbook (500 pages) tailored to the Nikon D80

rockynook

November 2007

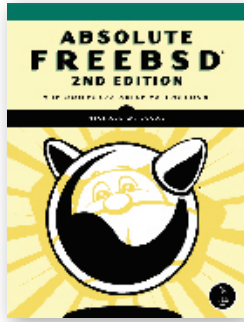
\$44.95 US, \$53.95 CAN

ISBN: 9781933952154

580 pgs (est.)

Shelving: Photography

Audience: Beginners



## Absolute FreeBSD, 2E

By Michael W. Lucas

November 2007

\$59.95 US, \$65.95 CAN

ISBN: 978159327510

350 pgs

Shelving: Operating Systems

Audience: Intermediate to  
Advanced

Will Sell Like: 9781886411746,  
Absolute BSD

The long awaited and completely revised second edition of what has become the FreeBSD bible. FreeBSD committer Michael W. Lucas has brought the book up to date for FreeBSD 7.x, with the help of two dozen expert FreeBSD technical reviewers. This second edition of *Absolute FreeBSD* is sure to remain the perfect resource for FreeBSD system administrators. This straightforward, practical, and comprehensive book takes the reader through the intricacies of the platform and teaches how to build, configure, and manage a FreeBSD server, offering friendly explanations, background information, troubleshooting suggestions, and copious examples throughout. Coverage includes installation, backing up, using the GEOM disk tools and exporting disk devices across the network, choosing a kernel

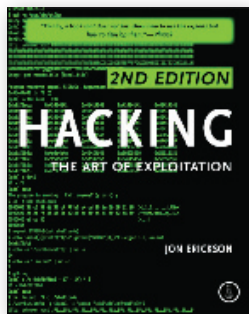
scheduler, building your own embedded devices, diskless FreeBSD, the latest anti-spam and anti-virus techniques and much more.

### KEY SELLING POINTS

- Completely updated for FreeBSD 7
- Author is a recognized expert and Free BSD committer
- Most competing titles are aging
- More than 10,000 copies sold of the first edition; translations in nine languages



**NO STARCH  
PRESS**



## Hacking: The Art of Exploitation, 2E

By Jon Erickson

November 2007

\$49.95 US, \$54.95 CAN

ISBN: 9781593271442

480 pgs

Shelving: Computer Security

User Level: All levels

Will Sell Like: 1593270070, *Hacking:  
The Art of Exploitation*

While other books merely show how to run existing exploits, *Hacking: The Art of Exploitation* broke ground as the first book to explain how hacking and software exploits work and how readers could develop and implement their own. In the second edition, author Jon Erickson again uses practical examples to illustrate the most common computer security issues in three related fields: programming, networking and cryptography. All sections have been extensively updated and expanded, including a more thorough introduction to the complex, low-level workings of a computer. Readers can easily follow along with example code by booting the included live CD, which provides a Linux programming environment and all of its benefits without the hassle of installing a new operating system.

### KEY SELLING POINTS

- More than 25,000 copies sold in the U.S. along; translated into 11 languages
- Highly recommended by hackers themselves and others in the security field
- Updated, expanded, and with a new highly interactive CD-ROM
- Now more accessible to beginners with coverage of programming basics



**NO STARCH  
PRESS**

**TITLE CHANGES****NO STARCH TITLE CHANGES:****Building a Server with FreeBSD 7: A Modular Guide**

(9781593271459)

Was: Up and Running with FreeBSD

**The Book of PF: A No-Nonsense Guide to the OpenBSD Firewall**

(9781593271657)

Was: The Book of PF: A No-Nonsense Guide to the BSD Firewall

**O'REILLY TITLE CHANGE:****Practical Artistry: Light & Exposure for Digital Photographers**

(9780596529888)

Was: O'Reilly Digital Photography: Light &amp; Exposure

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**Please Note: O'Reilly, Manning, PC Publishing, Pragmatic, SitePoint & Youngjin changed their Canadian conversion rate to parity pricing. This affects all NYPs with the exception of the few that were in production at the time of announcement (Nov. 1, 2007). To verify Canadian pricing, please check our "Title List and Order Form" found on our retail website.**

**MANNING PRICE CHANGE:****SOA Security**

(9781932394689)

Was: \$44.99 US, \$44.99 CAN

Now: \$59.99 US, \$59.99 CAN

**NO STARCH PRICE CHANGE:****Building a Server with FreeBSD 7: A Modular Guide**

(9781593271459)

Was: \$29.95 US, \$32.95 CAN

Now: \$34.95 US, \$38.95 CAN

**O'REILLY PRICE CHANGE:****Adobe InDesign CS3 One-on-One**

(9780596529765)

Was: \$49.99 US, \$49.99 CAN

Now: \$54.99 US, \$54.99 CAN

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(9781933097152)

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(9781932111897)

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(9781933097213)

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(9781933097138)

**SQL Server 2005 Black Book**

(9781933097183)

**Visual C# 2005 Programming Black Book**

(9781933097169)

**Windows Admin Programming with Visual C# Little Black Book**

(9781933097206)

**Web Scripting Little Black Book**

(9781933097190)

**O'REILLY CANCELLED TITLE:****PCs: The Missing Manual, 2E**

(9780596514143)

**OUT OF PRINT TITLES****O'REILLY OUT OF PRINTS:**

The following titles have an out-of-print announcement date of **November 1, 2007** & an out-of-print effective date of **May 1, 2008**:

**Excel Pocket Guide**

(0596005342)

**Network Security Assessment**

(059600611X)

**Oracle Essentials, 3E**

(0596005857)

**Oracle PL/SQL Pocket Reference**

(0596006802)

**sendmail, 3E**

(1565928393)

**Tomcat: The Definitive Guide**

(0596003188)

The following title has an out-of-print announcement date of **December 1, 2007** & an out-of-print effective date of **June 1, 2008**:

**Using Moodle**

(0596008635)

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