

# COMPUTERS

# ELSEVIER

## NEW RELEASE



**Focal  
Press®**

*The no-nonsense, soup-to-nuts Elements bible written by THE Elements expert!*

## Adobe Photoshop Elements 6

*A Visual Introduction to Digital Photography*

### Philip Andrews

Professional photographer, best-selling international author, accomplished teacher and official Adobe Photoshop and Elements Ambassador.

### KEY FEATURES:

\*Includes a brand new CD: Superb video tutorials help the reader put skills into practice immediately

\*Established title: the Elements 5.0 edition of our book has seen sell through of over 11500 copies globally in 10 months

\*Growing title: Our Elements 5.0 book is showing a nearly 50% increase in the US over the 4.0 edition, which had just over 5300 copies total sell through (7827 to date for version 5.0)

\*Respected author: written by a world-renowned Elements expert and official Adobe Photoshop Ambassador

### DESCRIPTION:

Philip Andrews is the go-to guy for Elements advice, hands-down. While other (much larger) Elements titles bulk up their pages with lots of empty filler, Philip cuts to the chase and provides inexperienced Elements users with everything they need to know to get up to speed fast with this superb software. From the frazzled business owner who has to draw up promotional flyers with no time (and no budget), to the busy mom who just wants to clean up a few family snaps, it's all here in this beautifully packaged book and CD set. Philip uses clear, step-by-step instructions, inspirational images, and excellent video tutorials to make learning Elements fun - the way it should be!

### RELATED TITLES:

Kelby: The Photoshop Elements 5 Book for Digital Photographers (Voices That Matter), (New Riders, November 2006, 512pp, \$39.99/£28.99, 0321476735). US Bookscan: 21950 / UK Bookscan: 1293

Brundage: Photoshop Elements 5: The Missing Manual (Pogue Press [O'Reilly], September 2006, 574pp, \$39.99/£28.50, 9780596527280). US Bookscan: 23541 / UK Bookscan: 1822

Adobe Creative Team: Adobe Photoshop Elements 5.0 Classroom in a Book (Adobe Press, December 2006, 360pp, \$39.99/£28.99, 9780321476746). US Bookscan: 11181 / UK Bookscan: 305

ISBN 13: 978-0-240-52099-5

PREVIOUS EDITION ISBN-

13/10:

9780240520490 Nov 06

PUB DATE: December 2007

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback + CD

Approx. 450 illustrations

PAGES: c. 424

TRIM SIZE: 7 7/16 X 9 11/16 in

AUDIENCE: All 6 million+ Photoshop Elements users worldwide with little or no experience using the software, including amateur photographers, hobbyists (i.e. the family shooter), and business users

### SHELVING CLASSIFICATIONS:

COMPUTERS / Computer Graphics / General, PHOTOGRAPHY / Techniques

BISAC CODES: COM012000; PHO018000

MARKETING: Space ads in Photoshop User, PC Photo, Photoshop Elements Mag (online and in print-one of only 4 sponsors). Full publicity campaign to garner reviews, author interviews, and excerpts.

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CD/MEDIA TECHNOLOGY/JOR - Mar 08 Package  
Mail Date 10/2007

# ELSEVIER

## NEW RELEASE



**Focal  
Press®**

*Go beyond the basics with Photoshop Elements and learn how to take your images to the next level!*

## Advanced Photoshop Elements 6 for Digital Photographers

### Philip Andrews

Professional photographer, best-selling international author, accomplished teacher and official Adobe Photoshop and Elements Ambassador.

### KEY FEATURES:

- \*Adobe estimates 120-150 MILLION Elements users worldwide, with over 6 million "officially" registered
- \*Written by THE go-to guy for Elements - Philip is a worldwide best-selling author as well as an official Adobe Photoshop Ambassador
- \*Offers a unique approach for the advanced Elements user, while most titles focus on the beginner

### DESCRIPTION:

As Photoshop Elements becomes bigger and better with each new version, users who have already mastered the fundamentals are looking for ways to get more out of the program without having to upgrade to the full Photoshop suite. This book tells them exactly how to do it. Full of tips and techniques to help the advanced Elements user expand their artistic capabilities and streamline their productivity, world-renowned Elements expert Philip Andrews provides a unique insight into this powerful software and shows users how to transform their everyday images into works of art. Long on ideas but short on fluff, Philip cuts right to the chase so readers can start using Elements to its fullest potential in no time.

### RELATED TITLES:

Kelby: The Photoshop Elements 5 Book for Digital Photographers (Voices That Matter), (New Riders, November 2006, 512pp, \$39.99/£28.99, 0321476735). US Bookscan: 21950 / UK Bookscan: 2835

Brundage: Photoshop Elements 5: The Missing Manual (Pogue Press [O'Reilly], September 2006, 574pp, \$39.99/£28.50, 9780596527280). US Bookscan: 23541/ UK Bookscan: 3148

Davis et al.: How to Wow with Photoshop Elements 5.0 (How to Wow series), (Peachpit Press, December 2006, 192pp, \$39.99/£28.99, 0321486153). US Bookscan: 2847/ UK Bookscan: 57

ISBN 13: 978-0-240-52097-1

PREVIOUS EDITION ISBN-13/10:  
9780240520575

PUB DATE: January 2008

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback

Approx. 450 illustrations

PAGES: c. 424

TRIM SIZE: 7 7/16 X 9 11/16 in

**AUDIENCE:** Advanced Photoshop Elements users who already know the basics of the software and want to learn how to do more with it, rather than upgrading to the full version of Photoshop.

**SHELVING CLASSIFICATIONS:**  
COMPUTERS / Computer Graphics / General,  
PHOTOGRAPHY / Techniques

**BISAC CODES:** COM012000;  
PHO018000

**MARKETING:** Space ads in Photoshop User, PC Photo, Photoshop Elements Mag (online and in print-one of only 4 sponsors). Full publicity campaign to garner reviews, author interviews, and excerpts.

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CD/MEDIA TECHNOLOGY/JOR - Mar 2008 Package  
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# ELSEVIER

## NEW RELEASE



**Focal  
Press®**

*Project-based book/CD pack that shows you how to 'cheat' in Photoshop Elements 6!*

## How to Cheat in Adobe Photoshop Elements 6

*Photorealistic Montage on a Budget*

**David Asch**

David Asch is a freelance author and journalist specialising in Photoshop and Photoshop Elements image editing and manipulation.

**Steve Caplin**

Graphic artist/illustrator, Contributing Editor for MacUser magazine and author/journalist, London, UK.

A Volume in the How to Cheat in Series.

### KEY FEATURES:

\*CD/Book package includes 90 full color step-by-step projects, QuickTime movie tutorials AND high resolution royalty free images

\*In-depth coverage of photomontage and image manipulation not available in other Photoshop Elements books (most focus on the basics)

\*Part of Focal's How to Cheat series, front-lined by the bestselling How to Cheat in Photoshop

### DESCRIPTION:

Photoshop Elements is a popular software with 6 million registered users. The majority of the guides focus on ease of use and how to import, perform basic edits and print/output images to Web. This book is different - it shows users how to manipulate photos and create montages with Photoshop Elements - creating unique images, and it also reveals key timesaving tips and techniques.

How to Cheat in Photoshop Elements is a book/CD package with 90 step-by-step projects, QuickTime movie tutorials and high resolution royalty free images. Additional support and material is available from the author at [www.howtocheatinphotoshopelements.com](http://www.howtocheatinphotoshopelements.com).

How to Cheat in Photoshop Elements is part of Focal's How to Cheat series, following the same winning format as How to Cheat in Photoshop.

### RELATED TITLES:

Caplin/How to Cheat in Photoshop (PB, Aug 2005, £24.99 / \$39.95, ISBN: 024051985X, Bookscan US: 8,897, Bookscan UK: 3,916)

Kelby/Photoshop Elements 3 Down & Dirty Tricks (PB, Dec 2004, Peachpit, 304pp, \$34.99 / £24.99, ISBN: 0321278356 Bookscan US: 6,999, Bookscan UK: 1,077)

ISBN 13: 978-0-240-52083-4

ISBN 10: 0-240-52083-1

PUB DATE: December 2007

LIST PRICE: \$34.95

DISCOUNT: Trade

FORMAT: Paperback w/  
CDROM

Approx. 800 illustrations

PAGES: c. 256

TRIM SIZE: 7 7/16 X 9 11/16 in

PRINT RUN: 10000

AUDIENCE: All users of  
Photoshop Elements 6 (6 million  
registered users).

### SHELVING

#### CLASSIFICATIONS:

COMPUTERS / Computer  
Graphics / General,  
COMPUTERS / Computer  
Graphics / Design,  
PHOTOGRAPHY / Techniques

BISAC CODES: COM012030;  
COM012000; PHO018000

### MARKETING: Space Ads:

Layers, Photoshop Elements  
Techniques (print and online -  
one of only 4 sponsors)and  
Photoshop User Mag. Publicity  
campaign to garner reviews,  
excerpts and author interviews.

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Mail Date 10/2007

# ELSEVIER

## KEY TITLE

## SYNGRESS®

*Check Point NGX R65 is the next major release of Check Point's flagship firewall software product, which has over 750,000 registered users.*

## Check Point NGX R65 Security Administration

**Ralph Bonnell**

Senior Information Security Consultant, SiegeWorks, Seattle, WA, USA

### KEY FEATURES:

- \* First book to market covering Check Point's new, flagship NGX R65 Firewall/VPN
- \* Provides bonus coverage for Check Point's upcoming NGX R65 Certification exams
- \* Companion web site offers customized scripts for managing log files

### DESCRIPTION:

Check Point NGX R65 is the next major release of Check Point's flagship firewall software product, which has over 750,000 registered users. Check Point's NGX is the underlying security software platform for all of the company's enterprise firewall, VPN and management solutions. It enables enterprises of all sizes to reduce the cost and complexity of security management and ensure that their security systems can be easily extended to adapt to new and emerging threats. This title is a continuation of Syngress' best-selling references on Check Point's market leading Firewall and VPN products.

### RELATED TITLES:

CheckPoint Next Generation Security Administration, 1928994741, Syngress, 03/2002, \$59.95, 10,000 copies LTD  
Configuring Check Point NGX VPN-1/FireWall-1, 1597490318, Syngress, 08/2005, \$49.95, 4300 copies LTD

**ISBN 13:** 978-1-59749-245-4

**PUB DATE:** February 2008

**LIST PRICE:** \$59.95

**DISCOUNT:** Agency

**FORMAT:** Paperback

Approx. 340 illustrations

**PAGES:** c. 800

**TRIM SIZE:** 7 1/2 X 9 1/4 in

**AUDIENCE:** Installed user base of over 750,000 system administrators and security professionals responsible for installing, configuring, and troubleshooting Check Point Firewalls and also implementing Virtual Private Networks (VPN) as well as readers preparing for Check Point's upcoming NGX R65 Certification exams.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Security,  
COMPUTERS / Operating  
Systems / General

**BISAC CODES:** COM053000;  
COM046000

**MARKETING:** \* Direct mail to 65,000 Syngress.com registered users upon publication

\* Reviews in major IT security, audit and project management magazines

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Mail Date 11/2007

# ELSEVIER

## KEY TITLE

## SYNGRESS®

*OSSEC is the most commonly used host intrusion detection software. This is the only book on the product and it is co-authored by Daniel Cid, founder and lead developer of OSSEC.*

## OSSEC Host-Based Intrusion Detection Guide

### Rory Bray

New Brunswick, Canada. Senior software engineer at Q1 Labs Inc., New Brunswick, Canada

### Daniel Cid

New Brunswick, Canada. Lead Developer of the OSSEC HIDS, New Brunswick, Canada

### KEY FEATURES:

- \* Co-authored by Daniel Cid, founder and lead developer of the OSSEC project and subject matter expert
- \* Accompanying DVD includes the OSSEC software, a pre-configured VMWare image, and a video explaining how to install the software
- \* Helps organizations adhere to federally mandated compliance regulations such as Sarbanes Oxley or HIPAA

### DESCRIPTION:

Intrusion Detection Systems (IDS) detect attacks on a specific network, system or application. OSSEC (Open Source Security) determines if a host has been compromised by taking the equivalent of a picture of the host machine in its original, unaltered state. OSSEC saves this picture and then constantly compares it to the current state of that machine to identify anything that may have changed from the original configuration. The book is co-authored by Daniel Cid, who is the founder and lead developer of the freely available OSSEC host-based IDS. As such, readers can be certain they are reading the most accurate, timely, and insightful information on OSSEC.

This book is for those involved in the incident handling and forensic analysis of servers and workstations. Network, system, and security administrators will use this book on a daily basis to monitor the overall well being of the machines on their network. First responders and forensic analysts will use this book to determine the nature, origin, and severity of an attack.

### RELATED TITLES:

Bijtlich: The Tao of Network Security Monitoring: Beyond Intrusion Detection, 978-0321246776, 2004, Addison-Wesley, 832 pp, \$59.95, 3800 units Bookscan.

Hoglund/Butler: Rootkits: Subverting the Windows Kernel, 978-0321294319, Addison-Wesley, 2005, 352 pp, \$49.95, 8800 units Bookscan.

**ISBN 13:** 978-1-59749-240-9

**PUB DATE:** February 2008

**LIST PRICE:** \$59.95

**DISCOUNT:** Agency

**FORMAT:** Paperback + DVD

Approx. 170 illustrations

**PAGES:** c. 416

**TRIM SIZE:** 7 1/2 X 9 1/4 in

**AUDIENCE:** Network, system, and security administrators responsible for protecting assets in their infrastructure. Also for those involved in the incident handling and forensic analysis of servers and workstations.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Security,  
COMPUTERS / Operating  
Systems / General

**BISAC CODES:** COM053000;  
COM046000

**MARKETING:** \* Direct mail to 65,000 Syngress.com registered users upon publication  
\* Reviews in major IT security, audit and project management magazines

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## KEY TITLE

**MK**  
Morgan  
Kaufmann

*Everything you need to know about the most popular sockets programming language!*

## TCP/IP Sockets in Java , 2e

*Practical Guide for Programmers*

**Kenneth L. Calvert**

University of Kentucky, Lexington, KY, USA

**Michael J. Donahoo**

Baylor University, Waco, TX, USA

A Volume in the The Practical Guides Series.

### KEY FEATURES:

- \* Includes a tutorial approach based on the market-leading 1st edition, which sold 6,500 copies
- \* Focused and succinct instruction in key sockets programming expedites mastery and permits engineers to promptly implement learned skills into their day-to-day activities
- \* Concise and up-to-date coverage of the most recent Java platform (1.7) permits developers to negotiate largely unexplored pitfalls in even the most current technology

### DESCRIPTION:

Nearly all Internet applications use sockets to implement network communication protocols. When TCP/IP Sockets was first released, Java was still emerging as a new but untreated programming language. However, the networking capabilities of the Java platform (such as its adoption into wireless Bluetooth devices) have been extended considerably since 2001, and continued application advances have made it a predominant language, which now holds the market penetration lead at 45%. Taking into account Java's categorical popularity as well as those recent and electrifying innovations in both its form and functions, this 2nd editions covers several crucial new classes of the language that are quickly becoming requisite, and concisely describes the myriad capabilities and iterations introduced in the last few years. Nearly all Internet applications now use Java sockets to converse, and this book's focused, tutorial-based approach enables the reader to swiftly master the tasks and techniques essential to virtually all computer communication.

### RELATED TITLES:

Donahoo/Calvert: TCP/IP Sockets in C (2002). \$24.95; 130 pp, pb. Unit sales: 18-months 7500; LOT sales: 13000

Spielman: The Struts Framework for Java Programmers (2003). \$24.95; 135 pp, pb. Unit sales: 18-months 9000; LOT sales: 12000

ISBN 13: 978-0-12-374255-1

PREVIOUS EDITION ISBN-13/10:

9781558606852

1558606858

PUB DATE: February 2008

LIST PRICE: \$24.95

DISCOUNT: Agency

FORMAT: Paperback

Illustrated

PAGES: c. 160

TRIM SIZE: 7 1/2 X 9 1/4 in

PRINT RUN: 6000

AUDIENCE: Software developers, network programmers, practitioners, and researchers who know Java and want to learn about writing Java networking applications that use TCP/IP.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Networking / General, COMPUTERS / Programming / General

BISAC CODES: COM043000; COM051000

### MARKETING: Direct

Mail/Email/Advertising: Java or open source programming mailing lists, procedural language mailing lists, Dr. Dobbs, Software Development, Network Magazine, JavaPro

Feature in online catalog.

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## KEY TITLE



Morgan  
Kaufmann

*10 golden rules for successful usability testing*

## Moderating Usability Tests: Principles and Practice for Interacting

Joseph S. Dumas  
Beth A. Loring

A Volume in the Interactive Technologies Series.

### KEY FEATURES:

- \* Quickly teaches skills that normally would take years of experience to learn
- \* Presents videos of usability tests from the book's companion web site
- \* Videos offer live examples and demonstrations to illustrate principles
- \* Videos allow readers to observe behavioral and interaction factors that directly impact test results

### DESCRIPTION:

There are hundreds if not thousands of usability labs throughout the world. Usability testing influences product design more than any other method for understanding the user experience. To a large extent, successful usability testing depends on the skills of the person facilitating the test. But in fact, most usability professionals and developers have little formal training in how to moderate these critical tests.

Dumas and Loring are not only veteran usability testers, they have been teaching techniques for usability testing to their students at Bentley College as well as to usability specialists for over 20 years. They have mined this experience to identify the underlying principles of successful interaction with test participants. They've captured these in the "10 golden rules of interaction." In this book, they present the golden rules with practical scenarios that demonstrate why following the rules will produce successful usability testing. This authoritative guide to usability test moderation is designed for usability professionals, web and interaction designers, software developers--anyone tasked with testing the user experience as part of the interactive product design cycle.

### RELATED TITLES:

Nielsen/Horanger: *Prioritizing Usability*, 2006, New Riders Press, \$50, 432 pp, 0321350316. Bookscan: 7,040  
Tidswell: *Designing Interfaces*, 2005, O'Reilly Media, \$49.95, 330 pp, 0596008031. Bookscan: 10,214  
Krug: *Don't Make Me Think*, 2e, 2005, New Riders Press, \$40.00, 216 pp, 0321344758. Bookscan: 33,856

ISBN 13: 978-0-12-373933-9

ISBN 10: 0-12-373933-0

PUB DATE: March 2008

LIST PRICE: \$39.95

DISCOUNT: Agency

FORMAT: Paperback w/ CDROM

Illustrated

PAGES: c. 208

TRIM SIZE: 7 1/2 X 9 1/4 in

**AUDIENCE:** Usability professionals, software developers, web design professionals, human factors engineers, technical communication professionals, interaction designers, quality assurance professionals.

**SHELVING CLASSIFICATIONS:** COMPUTERS / User Interfaces, COMPUTERS / Computer Science

**BISAC CODES:** COM070000; COM014000

**MARKETING:** Conferences: SIGCHI, UPA, HFES, STC

HCI catalog and any promo to the programming/web design/web app design audience; postcard to STC and HFES members; BBB and single title email to our HCI and other related lists.

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