

# COMPUTERS

# ELSEVIER

## NEW RELEASE



**Focal  
Press®**

*Record, edit, mix, master and create music with Logic 8*

## Audio and Music Production with Logic 8

### Mark Cousins

Composer, Sound Designer and Senior Writer for *Music Tech* Magazine. Credits for composition work include BBC, ITV, Channel 4, Five, Sky and more.

### Russ Hepworth- Sawyer

Senior Lecturer of Music Production & Head of LCMselect at Leeds College of Music. Other activities include consultancy, sound engineering & production plus contributions in Sound On Sound.

### KEY FEATURES:

- Comprehensive and systematic coverage of the software – the philosophy as well as the features

- Highly illustrated, full-color clear engaging layout

- CD with audio examples, samples (Apple loops), logic songs, sampler instruments and instrument patches

### DESCRIPTION:

Taking a systematic approach to the software, the book provides users with a sound understanding of the core features of Logic, Apple's music creation application, enabling users of both Pro and Express to explore the program with confidence. Logic is the program of choice for many prominent musicians and producers including Moby, Akon, and Bryan Cox writer for Mary J. Blige and Mariah Carey, as it provides an expansive collection of music creation tools.

With a clear and engaging writing style and full color throughout, the authors cut through the complexities of the program, from getting connected and starting a project to the creative techniques available, to provide a comprehensive start-to-finish guide that enables users to get the most from the program.

### RELATED TITLES:

Sitter: Apple Pro Training Series: Logic Pro 7 and Logic Express 7; 032125614X Peachpit press 2005; pb; 608 pp, \$44.95, Bookscan- US- 8,497  
Dvorin: Apple Pro Training Series: Advanced Logic Pro 7 0321256077; Peachpit press, 2005; pb; 560 pp, \$49.99, Bookscan US- 2,651  
Merton: Logic 7 Power!, 2e, 1592005411; Thomson Course Technology, pb, 2004, \$34.99 (appears to be only selling in US, couldn't find it on amazon.co.uk), Bookscan US- 1,646

ISBN 13: 978-0-240-52047-6

ISBN 10: 0-240-52047-5

PUB DATE: April 2008

LIST PRICE: \$42.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 384

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

**AUDIENCE:** Music programmers/editors, recording engineers, music technology students, producers, composers, hobbyists interested in producing music at home, musicians.

**SHELVING CLASSIFICATIONS:** COMPUTERS / Interactive & Multimedia, MUSIC / Recording & Reproduction

**BISAC CODES:** COM034000; MUS032000

**MARKETING:** Space ads in Performer Magazine(95k), MIX (48k), Electronic Musician (60k). Email campaigns with Mix (100k), EM (50k). Full publicity campaign.

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MK/MEDIA TECHNOLOGY/KID - April 2008 Package  
Mail Date 11/2007

# ELSEVIER

## NEW RELEASE

**MK**  
Morgan  
Kaufmann

*A complete analytical guide to the billion dollar wireless networking revolution occurring in both industry and government!*

## Wireless Networking

### Anurag Kumar

Professor, Department of ECE, Indian Institute of Science, Bangalore

### D. Manjunath

Professor, Department of EE, Indian Institute of Technology, Bombay

### Joy Kuri

Assistant Professor, Indian Institute of Science, Bangalore

A Volume in the The Morgan Kaufmann Series in Networking Series.

### KEY FEATURES:

- \* Delves beyond the descriptive accounts of wireless technologies found in other books and lays the foundation for understanding concepts, thus allowing the reader to troubleshoot
- \* Provides analysis of various emerging wireless networks, thereby supplying the reader with a wide breadth of knowledge while ensuring that the material doesn't become dated
- \* Aids comprehension of material by including inline exercises that let engineers practice what they have learned

### DESCRIPTION:

Over the past 3 years, the world has witnessed an explosion in the development and deployment of new wireless network technologies. From wireless telephony to the ubiquitous "WiFi" coffee-shop and airport networks to the emerging "WiMAX" systems that guarantee swift Internet access to mobile users, the menu of wireless systems has become so comprehensive that messy cables may soon become a relic of the past. Due to the unprecedented variety of wireless technologies as well as the newfound availability of inexpensive mobile devices, research on wireless networks is now pursued with renewed vigor.

*Wireless Networking* is indispensable for the myriad of practitioners working in the billion dollar wireless industry.

### RELATED TITLES:

Rappaport: *Wireless Communications*, 2e (PH/PTR 2002), \$109.00, 750 pp; 0130422320; Bestseller in retail & academic channels (Bookscan: 3530)  
Zhao: *Wireless Sensor Networks* (2004), \$64.95; 350 pp; 1558609148; Sold 2500 units in first 18 months  
Peterson/Davie: *Computer Networks*, 4e (3/07), \$99.95, 900 pp; 0123705487; PD3e sold 13,500 copies in first 24 months

ISBN 13: 978-0-12-374254-4

PUB DATE: April 2008

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Book

Illustrated

PAGES: c. 530

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

**AUDIENCE:** Practitioners and researchers working with or interested in wireless networks and applications. Job functions or titles include communication engineer, network architect, network designer, systems engineer, network operator, network engineer.

**SHELVING CLASSIFICATIONS:**  
COMPUTERS / Networking / General

**BISAC CODES:** COM043000

**MARKETING:**  
Exhibits/Conferences:  
IEEE/Globecom, MobiCom, Infocom

Direct Mail/Email/Advertising: ACM Communication/Networking SIG, IEEE Network Magazine

Feature in online catalog.

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IS:COMPUTING/BUR - April 2008 Package  
Mail Date 11/2007

# ELSEVIER

## KEY TITLE



**Focal  
Press®**

*Hot topic! Vital storytelling techniques for the burgeoning interactive entertainment industry*

## Digital Storytelling, 2e

*A creator's guide to interactive entertainment*

### Carolyn Handler Miller

Carolyn Handler Miller, as one of the pioneering writers in the field of nonlinear entertainment, and as an award-winning Hollywood screenwriter, brings a unique perspective to the new craft of digital storytelling. Her work as a digital storyteller includes entertainment, educational, informational and training projects made for CD-ROMs, kiosks, the Web, smart toys, and integrated media projects.

*"Covering a massive area of media and topics, this is a fascinating read... anyone interested in the world of interactive entertainment is sure to be inspired by it."--Digital Creative Arts*

### KEY FEATURES:

- \* Projects that teach, inform, and promote digital storytelling for both entertainment and education
- \* Shows how to develop ideas for creating and managing successful interactive entertainment products from development to production
- \* Offers the best of both worlds - classic, powerful storytelling techniques in modern interactive digital media

### DESCRIPTION:

New media professionals will learn classic, powerful storytelling techniques and how to apply them in interactive digital technologies to create quality entertainment. With in-depth coverage of narrative techniques for wireless media, virtual reality, interactive television, multiplayer online games, interactive cinema and DVDs.

Project managers, interactive content designers, and professional writers all need to master these skills to plan a successful interactive project from idea through product development and conceptualization.

### RELATED TITLES:

Crawford: Chris Crawford on Interactive Storytelling (New Riders Games, Oct 2004, \$34.99/£26.99 0321278909) US Bookscan: 988

Glassner: Interactive Storytelling: Techniques for 21st Century Fiction (AK Peters, Ltd, March 2004, 511 pages, \$34.99/£23.50, 1568812213) US Bookscan: 772

ISBN 13: 978-0-240-80959-5

ISBN 10: 0-240-80959-9

PUB DATE: April 2008

LIST PRICE: \$39.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 448

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

**AUDIENCE:** Head Team  
Members of any Interactive Project, including the Project Manager or Producer, the Designer, the Creative Director or Art Director, and the Head Content Creator or Developer. Additionally, Game Producers and Designers. Students studying Interactive Projects in Media Arts, Digital Arts, or New Media programs at the college level.

**SHELVING CLASSIFICATIONS:**  
COMPUTERS / Interactive & Multimedia, COMPUTERS / Computer Graphics / General

**BISAC CODES:** COM034000;  
COM012000

**MARKETING:** Space Ads: Game Developer(March) Online: Electronic catalog to targeted list web/email sponsorship on industry sites. Email blast to graphics in-house subscribers, UFVA members. Publicity campaign to garner reviews, author interviews, & excerpts

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RP/MEDIA TECHNOLOGY/BUR - April 2008 Package  
Mail Date 11/2007

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## NEW RELEASE



*A concise introduction to the fundamentals of fuzzy sets theory and its implementation in reasoning and decision-making tasks*

## Fuzzy Systems for Modelling, Control and Diagnosis

**Duc T. Pham**

Cardiff University, UK

**D Li**

Department of Computing and Information Systems, Faculty of Creative Arts and Technologies, University of Luton, UK

### KEY FEATURES:

\* Includes a free software package on CD for simulating fuzzy control systems and developing practical fuzzy control applications.

\* Covers both the fundamentals of fuzzy logic reasoning and decision making and advanced topics such as fuzzy rule induction and neuro-fuzzy systems making it suitable for researchers, students and practitioners at all levels

\* Includes end-of-chapter problems enabling readers to gain practice with applying the key techniques described in the book.

### DESCRIPTION:

Fuzzy logic has found many applications in the field of control and systems engineering.

This book focuses on how fuzzy sets principles are employed for modeling and controlling a variety of dynamic systems. The book also discusses the use of fuzzy logic techniques for fault diagnosis in processes and machines.

Modeling, control and diagnosis involve reasoning and decision making. The book gives a concise introduction to the fundamentals of fuzzy sets theory and its implementation in reasoning and decision-making tasks. Advanced topics not found in other works are also covered in the book.

They include fuzzy rule induction, fuzzy inverse reasoning and distributed fuzzy controllers for multivariable systems.

This makes the book of interest to specialists and, at the same time, entirely accessible to people without a background in the subject.

**ISBN 13:** 978-0-08-044353-9

**ISBN 10:** 0-08-044353-2

**PUB DATE:** April 2008

**LIST PRICE:** \$140.00

**DISCOUNT:** Agency

**FORMAT:** Hardback w/ CDROM

**PAGES:** c. 350

**TRIM SIZE:** 6 1/2 X 9 7/16 in

**AUDIENCE:** Final-year undergraduate students, postgraduate students, researchers, and professionals in the fields of control engineering, systems engineering, electrical engineering, electronic engineering, Information technology and applied computer science.

**SHELVING CLASSIFICATIONS:**  
COMPUTERS / Neural Networks,  
TECHNOLOGY / Engineering /  
Electrical, COMPUTERS /  
Information Theory, COMPUTERS  
/ Computer Science,  
COMPUTERS / Artificial  
Intelligence

**BISAC CODES:** COM044000;  
TEC009030; COM031000

**MARKETING:** Contents direct, in-house advertising, conference flyer, e-marketing, direct mail.

**PREVIOUSLY  
ANNOUNCED**

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IS/ENGINEERING/ELECTRONICS KID - April 2008 Package  
Mail Date 11/2007

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## KEY TITLE

## SYNGRESS®

*Independent and unbiased self-paced study with fully integrated book, practice exams, and e-learning modules*

### The Real MCTS/MCITP Exam 70-642 Prep Kit

*Independent and Complete Self-Paced Solutions*

**Anthony Piltzecker**

IT Operations Manager for SynQor, Inc., Leominster, MA, USA

#### KEY FEATURES:

- \* Two full-function ExamDay practice exams guarantee double coverage of all exam objectives
- \* Free download of audio FastTracks for use with iPods or other MP3 players
- \* 1,000-page "DRILL DOWN" reference for comprehensive topic review
- \* THE independent source of exam-day tips, techniques, and warnings not available from Microsoft
- \* Comprehensive study guide guarantees 100% coverage of all Microsoft's exam objectives
- \* Interactive FastTrack e-learning modules help simplify difficult exam topics

#### DESCRIPTION:

Microsoft claims over 178,000 networking professionals are MCSA certified. To remain current and ensure their professional standing, these MCSAs need to update their certification to include Windows Vista and Windows Server 2008. *The Real MCSA Exam 70-648 Prep Kit* delivers incredible value, including a 700-page study guide, interactive FastTrack e-learning modules, ExamDay practice exams, an e-book version of the study guide, and over 1,000 pages of "DRILL DOWN" reference modules for expanded coverage of key topics.

#### RELATED TITLES:

Shinder, MCSA/MCSE Managing and Maintaining a Windows Server 2003 Environment (Exam 70-290), 9781932266603, \$62.95, 2003, LOE sales \$174,718

Shinder, MCSA/MCSE Implementing, Managing, and Maintaining a Microsoft Windows Server 2003 Network Infrastructure (Exam 70-291), 9781931836920, \$62.95, LOE sales \$101,311

Shimonski, Security + Study Guide and DVD Training System, 978-1-931836-72-2, \$62.95, LOE sales \$337,972

**ISBN 13:** 978-1-59749-246-1

**PUB DATE:** late April 2008

**LIST PRICE:** \$59.95

**DISCOUNT:** Trade

**FORMAT:** Paperback w/ CDROM

**PAGES:** c. 800

**TRIM SIZE:** 7 3/8 X 9 1/4 in

**AUDIENCE:** This book is intended for 400,000 current Microsoft Certified System Engineers and Administrators wishing to upgrade their certification from Windows Server 2003 to Windows Server 2008. These candidates work in multi-site environments at medium to large companies (250-5000 employees).

#### SHELVING CLASSIFICATIONS:

COMPUTERS / Operating Systems / General, COMPUTERS / Networking / General

**BISAC CODES:** COM046000; COM043000

**MARKETING:** \* Links to series landing page from appropriate sites  
\* Direct mail targets include Certification Magazine, Microsoft.com/certification, Cram Session, InfoSecurity, MCPMag.com, Mcsecertificationcamp.com, and 65K internal list  
\* Key conferences include TechEd, BlackHat, InfoSecurity

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MH/Syngress/BUR - April 2008 Package  
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## KEY TITLE

## SYNGRESS®

*Independent and unbiased self-paced study with fully integrated book, practice exams, and e-learning modules*

### The Real MCTS/MCITP Exam 70-643 Prep Kit

*Independent and Complete Self-Paced Solutions*

**Anthony Piltzecker**

IT Operations Manager for SynQor, Inc., Leominster, MA, USA

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**BISAC CODES:** COM046000; COM043000

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\* Direct mail targets include Certification Magazine, Microsoft.com/certification, Cram Session, InfoSecurity, MCPMag.com, Mcsecertificationcamp.com, and 65K internal list  
\* Key conferences include TechEd, BlackHat, InfoSecurity

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