

# COMPUTERS

# ELSEVIER

## NEW RELEASE



**Morgan  
Kaufmann**

*All of the essential MPLS design and development direction an engineer needs in one blockbuster book!*

## MPLS: Next Steps

**Bruce S. Davie**

Cisco Systems, Chelmsford, MA, USA

**Adrian Farrel**

Founder of Old Dog Consulting, North Wales, UK

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

### KEY FEATURES:

- \* Conveniently assembles content by experts in the field that readers would otherwise need to gather from several separate sources
- \* A wide scope permits the reader to compare many different MPLS solutions and thus optimize network design, saving time and money
- \* Includes 2 chapters on next-generation developments such as multicast MPLS, bringing the reader completely up to date

### DESCRIPTION:

In the competitive, \$200 billion telecommunications market, service reliability is the key to customer retention. For this reason, Multi-protocol label switching (MPLS) technology has been almost universally adopted by service providers and discussed within various contexts throughout this book. MPLS is a prevalent data-carrying mechanism that allows network operators to route around link failures and congestion, and thereby expedite traffic flow. The increasingly explosive traffic volume that accompanies the robust mix of services being deployed on contemporary networks requires a high percentage of reliability to insure uninterrupted user sessions. Compiled by networking luminaries Bruce Davie and Adrian Farrel, *MPLS: Next Steps* expertly combines the very best MPLS material from the Morgan Kaufmann portfolio into one comprehensive volume. The book consolidates both introductory and advanced topics, thereby covering the gamut of MPLS technology—from an overview of the MPLS data plane to advanced recovery and protection strategies. This book also discusses next-generation developments such as multicast MPLS, making the book a one-stop reference for engineers implementing network traffic solutions.

### RELATED TITLES:

Davie and Rekhter: *MPLS: Technology and Applications* (2000). isbn: 1558606564. Softcover, 302 pp. \$59.95; LTD: 17,000 units.  
Pepelnjak: *MPLS and VPN Architectures, Vols 1 & 2* (Cisco Press 2002/2003). isbn: Vol. 1: 1587050811; Vol. 2: 1587051125. Hardcover, 500 pp. each volume, \$65.00; Bookscan: Vol. 1: 1,510 units; Vol. 2: 1,592 units.

ISBN 13: 978-0-12-374400-5

PUB DATE: May 2008

LIST PRICE: \$74.95

DISCOUNT: Agency

FORMAT: Hardback

Approx. 230 illustrations

PAGES: c. 450

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

**AUDIENCE:** Network architects and designers; network operators and engineers; and managers tasked with making strategic decisions about the development and deployment of networks

**SHELVING CLASSIFICATIONS:**  
COMPUTERS / Networking / Network Protocols, COMPUTERS / Networking / General

**BISAC CODES:** COM043000; COM043040

### MARKETING:

Exhibits/Conferences: Future-Net (MPLS, Ethernet and Beyond), MPLS World Congress, MPLS International Conference

Direct Mail/Email/Advertising: ACM Communication SIG, IEEE Communications Society, IEEE Network Magazine, The MPLS-VPLS Resource Center

Feature in online catalog.

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# ELSEVIER

## KEY TITLE



Morgan  
Kaufmann

### Information Modeling and Relational Databases, 2e

*From Conceptual Analysis to Logical Design*

**Terry Halpin**

North Face University, Salt Lake City, UT

**Tony Morgan**

**DESCRIPTION:**

*Information Modeling and Relational Databases, 2E*, provides an introduction to ORM (Object-Role Modeling) and much more. In fact, it is the only book to go beyond introductory coverage and provide all of the in-depth instruction you need to transform knowledge from domain experts into a sound database design. This book is intended for anyone with a stake in the accuracy and efficacy of databases: systems analysts, information modelers, database designers and administrators, and programmers.

**RELATED TITLES:**

Halpin/Information Modeling and Relational Databases, first edition, 2001, Morgan Kaufmann, 780 pp, \$67.95, 155860 672-2

Simsion/Witt: Data Modeling Essentials, third edition, 2004, Morgan Kaufmann, \$61.95, 580 pp.

**ISBN 13:** 978-0-12-373568-3

**ISBN 10:** 0-12-373568-8

**PUB DATE:** March 2008

**LIST PRICE:** \$69.95

**DISCOUNT:** Agency

**FORMAT:** Paperback

Approx. 690 illustrations

**PAGES:** c. 970

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

**AUDIENCE:** The audience is the same as for the first edition: data modelers, database designers, information architects, and practitioners/managers in data management.

**SHELVING CLASSIFICATIONS:**

COMPUTERS / Database Management / General,  
COMPUTERS / Programming / Software Development,  
COMPUTERS / Programming / General

**BISAC CODES:** COM021000;  
COM051230; COM051000

**MARKETING:** Cluster piece, email blasts, banner ads on appropriate websites including Dr. Dobbs Journal and IEEE Computer, and appropriate trade shows and conferences, including DAMA. Also standard support for author speaking engagements, including flyers and author business cards.

(see reverse side for Table of Contents)

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## NEW RELEASE

# B H

*Companies make a huge investment of 4 to 10% of their turnover on IT-- this book reveals how this is evaluated and measured.*

## Evaluating Information Systems

*Public and Private Sector*

Edited By:

**Zahir Irani**

Director of Postgraduate Studies in the Department of Information Systems and Computing, Brunel University, UK

**Peter Love**

Director of Research for the Working e-Business (We-B)Centre and Postgraduate Research Degree Coordinator in the School of Management Information Systems at Edith Cowan University, Australia

### KEY FEATURES:

- \* A unique reference work and examination of the IS evaluation life cycle
- \* A holistic treatment of the subject beyond the normal prescriptive "investment appraisal" approaches that reflects recent developments in the field
- \* Essential text for students in business information systems courses and an insightful resource for professionals engaged in justifying IT/IS expenditure

### DESCRIPTION:

The evaluation and performance measurement of new technology remains a perennial issue for management. This book offers a refreshing and updated examination into the social fabric and technical dimensions of IT/IS evaluation, together with insights into approaches used to measure the impact of information systems on its stakeholders. In doing so, it describes the portfolio of appraisal techniques that can be used to support the justification of IT/IS investments.

*Evaluating Information Systems* explores the concept of evaluation as an evolutionary and dynamic process that takes into account the ability of enterprise technologies to integrate information systems within and between organizations. It examines the changing portfolio of benefits, plus the costs and risks associated with the adoption and diffusion of technology in today's global marketplace.

### RELATED TITLES:

Remenyi et al: The Effective Measurement and Management of ICT Costs and Benefits, 3e (Mar 2007, ISBN-10/13: 0-7506-8328-7/ 978-0-7506-8328-9)

ISBN 13: 978-0-7506-8587-0

PUB DATE: late May 2008

LIST PRICE: \$52.95

DISCOUNT: Agency

FORMAT: Paperback

Illustrated

PAGES: c. 360

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

**AUDIENCE:** Undergraduate, Advanced undergraduate students, Post Graduate information systems courses in Business Schools.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Information Technology, BUSINESS & ECONOMICS / General, BUSINESS & ECONOMICS / Management, BUSINESS & ECONOMICS / Information Management

**BISAC CODES:** COM032000; BUS000000; BUS041000

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LL/BUSINESS MANAGEMENT/KID - May 2008 Package  
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## KEY TITLE

## SYNGRESS®

*The Plain English Legal Guide for Technology Professionals*

### The IT Digital Legal Companion

*The Plain English Legal Guide for Technology Professionals*

#### Gene K. Landy

Shareholder and Head of the Technology Group of Ruberto, Israel & Weiner, PC, Boston, MA, USA

#### Amy J. Mastrobattista

Shareholder and member of the Corporate Dept. and Technology Group at Ruberto, Israel & Weiner, PC, Boston, MA, USA

#### KEY FEATURES:

- \* A "need-to-know" legal companion for those competing in global digital business markets
- \* Demystifies the law to help you understand and function effectively within the legal structures, practices, rules and deals that support and energize this complex environment
- \* Points out the links between legal issues and business strategies, needs and goals
- \* Based on 15 years of legal practice in all aspects of digital, IT, software and computer law
- \* Companion website containing some 200 pages of sample legal contracts, forms, and transactions

#### DESCRIPTION:

To be successful, IT business owners, executives, managers, technology managers and entrepreneurs must understand how the law applies to their business. This book explains in plain language how the law affects every business in software, digital products and content, Internet, and IT services and how every business can use the law to its advantage.

#### RELATED TITLES:

Web & Software Development: A Legal Guide, Stephen Fishman, Nolo Press, 2004, 560 pgs, \$44.99, ISBN 978-1413300871 Bookscan 1,927

The Legal Guide to E-Business, Greenwood Press, \$51.95, 9781567204032, Bookscan 85

The Book of Standard Legal Business Agreements, Contracts and Forms for Computer Software Programming, Web Site Design and Development, Multiple contributors, \$145, Platinum Millennium, 2003, 978-0971339899

ISBN 13: 978-1-59749-256-0

PUB DATE: May 2008

LIST PRICE: \$59.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 700

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

**AUDIENCE:** Entrepreneurs, business owners, consultants; consumer software companies, Web businesses, digital media companies, software developers, software or IT intellectual property managers, in-house lawyers and paralegals

#### SHELVING CLASSIFICATIONS:

COMPUTERS / Business Software / General, COMPUTERS / Information Technology

**BISAC CODES:** COM005000; COM032000

**MARKETING:** Direct mail to 70,000 registered users of Syngress.com Direct mail to targeted segment of the Small Business Administration Business Owners/Managers list; Media promotions in: Fortune Small Business; Entrepreneur; MyBusiness; Inc.com; Businessweek.com

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## NEW RELEASE

**MK**  
Morgan  
Kaufmann

*The only book providing comprehensive coverage of all modern processor description languages; a must-have reference for embedded processor designers!*

## Processor Description Languages

Edited By:

**Prabhat Mishra**  
**Nikil Dutt**

### KEY FEATURES:

- \* Comprehensive coverage of all modern architecture description languages... use the right ADL to design your processor to fit your application;
- \* Most up-to-date information available about each architecture description language from the developers...save time chasing down reliable documentation;
- \* Describes how each architecture description language enables key design automation tasks, such as simulation, synthesis and testing...fit the ADL to your design cycle;

### DESCRIPTION:

Efficient design of embedded processors plays a critical role in embedded systems design. Processor description languages and their associated specification, exploration and rapid prototyping methodologies are used to find the best possible design for a given set of applications under various design constraints, such as area, power and performance.

This book is the first, comprehensive survey of modern architecture description languages and will be an invaluable reference for embedded system architects, designers, developers, and validation engineers. Readers will see that the use of particular architecture description languages will lead to productivity gains in designing particular (application-specific) types of embedded processors.

### RELATED TITLES:

Wolf, *Computers as Components* (MKP, 2001), 672pp, \$59.95, ISBN: 0123694591; (superceded 155860541X).

Noergaard, *Embedded Systems Architecture* (Newnes, '05), 656pp., \$69.95, ISBN: 0750677929.

Schliebusch/Meyer/Leupers, *Optimized ASIP Synthesis from Architecture Description Language Models* (Springer, '07), 193pp, \$119, ISBN: 1402056850.

ISBN 13: 978-0-12-374287-2

PUB DATE: late May 2008

LIST PRICE: \$79.95

DISCOUNT: Agency

FORMAT: Paperback

Approx. 100 illustrations

PAGES: c. 448

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

**AUDIENCE:** Designers of Microprocessors and Systems-on-Chip (SOC), Verification/Validation engineers at companies globally such as Microsoft, Honeywell, Intel, AMD, IBM, HP, NVIDIA, Analog Devices, Marvell, Texas Instruments, Samsung, Hitachi, Sony, Fujitsu, Toshiba, ST Microelectronics, NXP, Freescale, Infineon, NOKIA, Qualcomm, etc. Graduate students/researchers in modeling and specification of programmable systems, including processors, coprocessors and memory architectures.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Computer Architecture, COMPUTERS / Computer Science

**BISAC CODES:** COM011000; COM014000

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## NEW RELEASE



*A complete resource containing in one volume the latest algorithms, design techniques and applications on the "hot" topic of image fusion*

## Image Fusion

*Algorithms and Applications*

**Tania Stathaki**

Imperial College, London

### KEY FEATURES:

- \*Brings together the latest algorithms, design techniques and applications in the "hot" area of image fusion
- \*A large number of applications from military, medical and civilian fields give practical advice on how to develop future applications
- \*A CD-ROM containing color representation of the images

### DESCRIPTION:

The application of sensor technology has brought considerable interest in the area of image fusion. Written by leading experts in the field, this book brings together in one volume the most recent algorithms, design techniques and applications in the topical field of image fusion.

The applications are drawn from military, medical and civilian areas and give practical advice and pointers to the development of future applications in a variety of fields.

This book will be an invaluable resource to R&D engineers, academic researchers and system developers requiring the most up-to-date and complete information on image fusion algorithms, design architectures and applications.

### RELATED TITLES:

- Bovik: Handbook of Image and Video Processing, 2e (July 2005, \$125.00 / £69.99 / €99.95, Academic Press, 1384pp, ISBN: 0121197921)  
Nixon: Feature Extraction and Image Processing (2002, \$49.95 / £26.99 / €39.95, Newnes, 368pp, ISBN: 0750650788)  
Foresti et al.: Multisensor Surveillance Systems: The Fusion Perspective (2003, \$135.00 / £95.00 / €138.00, Springer, 304pp, ISBN: 1402074921)

**ISBN 13:** 978-0-12-372529-5

**ISBN 10:** 0-12-372529-1

**PUB DATE:** May 2008

**LIST PRICE:** \$130.00

**DISCOUNT:** Agency

**FORMAT:** Hardback

**PAGES:** c. 400

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

**AUDIENCE:** Academic and industrial researchers and system developers involved in developing military, medical and civilian applications

**SHELVING CLASSIFICATIONS:** COMPUTERS / Data Processing / General

**BISAC CODES:** COM018000

**MARKETING:** Mail to IEEE lists in signal/image processing, medial imaging and lists connected to journals below.

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## NEW RELEASE

SYNGRESS®

*The Official Guide to SonicWALL's market leading Wireless networking and security devices, written by SonicWALL engineers and technical documentation specialists!*

## SonicWALL Secure Wireless Network Integrated Solutions Guide

**Khai Tran**

Technical author

**Joe Levy**

Chief Technology Officer, SonicWALL

**Lauren Pederson**

Field news reporter, technical author and editor

### KEY FEATURES:

- \*SonicWALL is the #3 best-selling firewall appliance in the world and there are no competing books
- \*Syngress firewall books are consistent best sellers with market-leading books on ISA Server and Cisco PIX
- \*SonicWALL is a recognized worldwide leader in secure wireless networking, making the *SonicWALL Secure Wireless Network Integrated Solutions Guide* an essential resource for wireless network users and administrators

### DESCRIPTION:

Whether wireless capabilities are being added to an existing network or a wireless network is being built from the ground up, this guide provides the necessary information to achieve a secure wireless network. This is a comprehensive guide to wireless technologies from the leading vendor of secure wireless technologies: SonicWALL.

### RELATED TITLES:

- \* 1-918994-29-6, Configuring ISA Server 2000: Building Firewalls for Windows 2000, Bookscan 15,355
- \* 1-928994-74-1, Check Point Next Generation Security Administration, Bookscan 3,427
- 1-931836-63-9, Cisco Security Specialist's Guide to PIX Firewall, Bookscan 5,868

ISBN 13: 978-1-59749-193-8

ISBN 10: 1-59749-193-4

PUB DATE: May 2008

LIST PRICE: \$49.95

DISCOUNT: Agency

FORMAT: Paperback

PAGES: c. 448

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

AUDIENCE: Wireless network users; WLAN network administrators.

### SHELVING CLASSIFICATIONS:

COMPUTERS / Security,  
COMPUTERS / Networking /  
General, COMPUTERS /  
Computer Science,  
MATHEMATICS / Mathematical  
Analysis, MATHEMATICS /  
Applied

BISAC CODES: COM053000;  
COM043000; COM014000

MARKETING: \* E-mail blast to over 65K Syngress subscribers upon publication  
\* Promotion at all major security shows, including Blackhat briefings

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## NEW RELEASE

**MK**  
Morgan  
Kaufmann

*Let Jim Van Verth and Lars Bishop, Lead Engineers at Ubisoft and NVIDIA bring you the essential math – game programmers get what is needed to create cutting-edge video games.*

## Essential Mathematics for Games and Interactive Applications, 2e

*A Programmer's Guide*

### James M. Van Verth

James M. Van Verth is a founding member of Red Storm Entertainment, a division of Ubisoft, where he has been a lead engineer for nine years.

### Lars M. Bishop

Lars M. Bishop is an engineer in the Handheld Developer Technologies group at NVIDIA. Previously, he worked for nine years at NDLE, makers of the Gamebryo 3D engine.

*"It's the book with all the math you need for games." -Neil Kirby, Researcher, Alcatel-Lucent*

### KEY FEATURES:

- \*Demonstrates how the mathematics work within an actual game engine
- \*Covers up-to-date physical simulation and artificial intelligence mathematics
- \*Companion CD-ROM with exercises, test bank, code examples built around a shared code base: including a math library covering all the topics presented in the book. Also includes a companion website with updates, code patches, and PowerPoint slides from presentations

### DESCRIPTION:

*Essential Mathematics for Games and Interactive Applications, 2nd Edition*, presents the core mathematics necessary for sophisticated 3D graphics and interactive physical simulations. The book begins with linear algebra and expands on this foundation to cover such topics as color and lighting, interpolation, animation and basic game physics. It includes a CD-ROM with exercises and a test bank for the academic market and code examples built around a shared code base for the professionals, including a math library covering all the topics presented in the book. There is also a website with updates, patches, and PowerPoint slides.

### RELATED TITLES:

Van Verth and Bishop: *Essential Mathematics for Games and Interactive Applications* (2004, \$62.95/38.99GBP, 155860863X) US Bookscan: 2,103  
Dunn: *3D Math Primer for Graphics and Game Development* (2002, \$49.95/43.50GBP, 1556229119, Wordware) Bookscan US: 5,683  
Lengyel: *Mathematics for 3D Game Programming and Computer Graphics* (2003, \$49.95/25.45GBP, 1584502770, Charles River) Bookscan US: 2,469

ISBN 13: 978-0-12-374297-1

PREVIOUS EDITION ISBN-13/10:

978-1-55860-863-4  
1-55860-863-X

PUB DATE: May 2008

LIST PRICE: \$59.95

DISCOUNT: Agency

FORMAT: Hardback w/ CDROM

Approx. 320 illustrations

PAGES: c. 676

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

AUDIENCE: 3D programmers, game developers

### SHELVING CLASSIFICATIONS:

COMPUTERS / Computer Graphics / Game Programming, COMPUTERS / Computer Graphics / General, COMPUTERS / Computer Graphics / Design

BISAC CODES: COM012040; COM012000; COM012030

MARKETING: Print: Gaming Catalog-only printing for shows otherwise available electronically, space-ad Game Dev. Career Guide. Online: Web banner on industry site, e-news blast to in-house game list, e-news blast rented from Gamasutra.com

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