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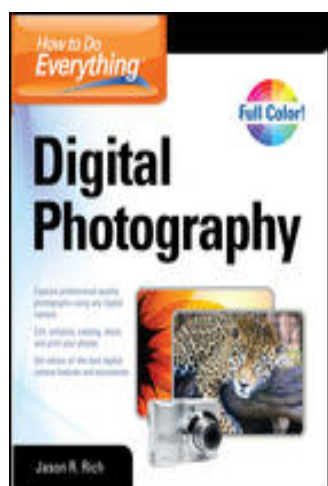
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# How to Do Everything Digital Photography

Author: Jason R. Rich



ISBN-13: 9780071754712

Format: Paperback

Subject: Computing - Consumer Application - Digital Photography

Pages: 304

Illustrations: 475

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 25.00

## ABOUT THE BOOK

**An easy-to-follow, full-color guide to capturing and editing professional-quality digital photos**

How to Do Everything: Digital Photography is designed to appeal to anyone with a new digital camera and/or looking to build digital photography skills. Rather than being camera brand or model specific, the book focuses on the fun of taking excellent pictures with any digital camera—from a low-resolution cell phone or smartphone camera to a stand-alone point-and-shoot camera to a higher-end digital SLR camera.

Digital photography tips and techniques are accompanied by full-color photos that showcase before and after examples. Without relying on highly technical details, the author provides an overview of image editing-programs as well as best practices for cataloging and sharing images online and in print. Key features of the latest digital cameras are also covered.

## MARKET / AUDIENCE

The digital camera market is alive and well and continuing to grow! In its 2009 analysis, CIPA (Camera and Imaging Products Association) reports that 96 million point & shoot cameras were sold along with another 9.9 digital single reflex cameras for a total of 105.9 million new digital cameras sold. For 2010 total shipments (the cumulative total of shipments from January to December) of digital cameras is 109.9 million units, a year-on-year increase of 3.8%. Amateurphotography.co.uk reports that UK sales of digital SLR cameras have continued to defy the recession to become one of the “best performing” technology products, according to official figures. The CIPA forecasts substantial worldwide growth for 2010-12, and a new category of growth is contributing to the overall positive outlook--cameras included in smart phones. No longer a weak add-on gimmick, smartphone cameras have become just as powerful as most point-and-shoot cameras.

## ABOUT THE AUTHOR(S)

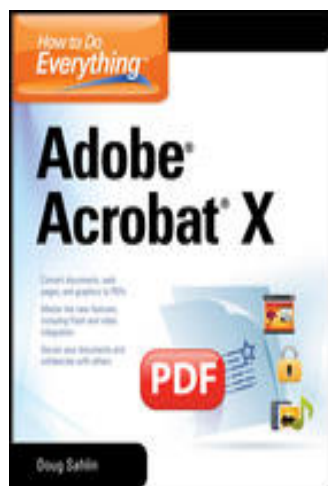
**Jason R. Rich** ([www.jasonrich.com](http://www.jasonrich.com)) is the bestselling author of more than 40 books. With 20+ years of journalism experience, he has a weekly column in the *New York Daily News* and is a frequent contributor (including his photos) to numerous major daily newspapers, national magazines, and popular websites. Rich is an accomplished professional photographer whose photographs have been featured in his books, including *Entrepreneur Magazine Business Traveler's Guides* (Los Angeles, Chicago, Orlando, Washington DC, Las Vegas and New York City).

## RELATED PRODUCTS

| ISBN          | Title                                       | Author           | CR Yr | USD     |
|---------------|---|------------------|-------|---------|
| 9780071601665 | Perfect Digital Photography Second Edition  | Dickman-Kinghorn | 2009  | \$39.99 |
| 9780071495806 | How to Do Everything: Digital Camera        | Johnson          | 2008  | \$24.99 |
| 9780071482981 | Digital Photography QuickSteps, 2nd Edition | Sahlin           | 2007  | \$16.99 |

# How to Do Everything Adobe Acrobat X

Author: Doug Sahlin



ISBN-13: 9780071752930

Format: Paperback

Subject: Computing - Consumer Application - Website Design

Pages: 368

Illustrations: 200

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 25.00

## ABOUT THE BOOK

### Unlock the full potential of Adobe Acrobat X!

How to Do Everything: Adobe Acrobat X helps you master all the powerful features available in Adobe Acrobat X Standard, Pro, and Premium. The book explains how to create, secure, and distribute PDF files; build interactive forms, capture and embed Web content, insert Flash video and rich applications into documents, and much more.

This step-by-step guide covers all of the important new features, including Flash/video integration, professional PDF portfolios, improved forms and data collection, and working with Acrobat.com online hosted services. You'll learn how to create PDF documents that retain the look and feel of the originals; create forms and media-enhanced PDF documents; collaborate with colleagues in workgroups; and optimize PDFs for print or the Web. You'll also find out how to use Professional Templates to define the order and navigation of documents; create dynamic XML forms and templates; and create on-demand presentations.

## MARKET / AUDIENCE

Adobe Acrobat is the world's most popular application for creating and sharing electronic documents. Business professionals, government, legal, marketing, IT, finance, medical, engineering, human resources, and educational institutions and organizations are the primary users of the application. It is aimed primarily at office workers and business professionals, particularly larger teams working in document-intensive situations with information that comes from multiple sources and formats. Acrobat is Adobe's single largest revenue generating product, outstripping even Photoshop.

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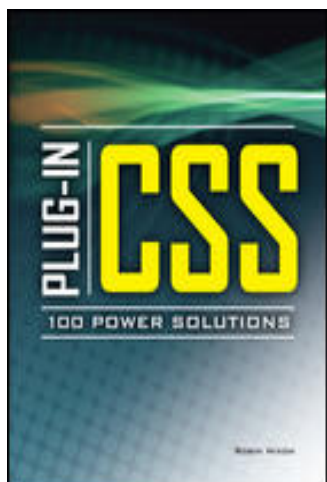
**Doug Sahlin** is a bestselling author, photographer, and Acrobat instructor. He teaches businesses, government, and medical organizations how to streamline their workflow and save time and money by converting electronic and paper documents into enhanced, interactive PDFs. Doug's books include earlier editions of How to Do Everything with Adobe Acrobat (for versions 5.0, 6.0, 7.0, 8.0, and 9.0) and Digital Photography Quicksteps, Second Edition.

## RELATED PRODUCTS

| ISBN          | Title                                 | Author | CR Yr | USD     |
|---------------|---------------------------------------|--------|-------|---------|
| 9780071602709 | How to Do Everything: Adobe Acrobat 9 | Sahlin | 2009  | \$29.99 |

# Plug-In CSS 100 Power Solutions

Author: Robin Nixon



ISBN-13: 9780071748766  
 Format: Paperback  
 Subject: Computing - Programming - Web Development  
 Pages: 336  
 Illustrations: 100  
 Edition: 1  
 Pub Date: MARCH 2011  
 Copyright Year: 2011  
 Imprint: McGraw-Hill Computing

Price: USD 40.00

## ABOUT THE BOOK

### 100 CSS and HTML power solutions in one handy guide

Plug-in CSS is filled with ready-to-use CSS and HTML solutions for creating dynamic websites. Save hundreds of hours of programming time! Make your website look great with custom fonts, animated menu systems, individually styled forms, and other effects. This practical guide shows you how to do all of these things and much more using simple style sheet plug-ins.

This practical guide takes you through each example step by step so there's no need to look up anything elsewhere. Every solution is complete and applicable immediately. The book can be dipped into as required with each chapter being self contained. Plus, you can download all the style sheets and HTML from the book's companion website.

#### Plug-in CSS

- Gives you 100 ready-to-use CSS and HTML solutions
- Solves a single problem or set of problems in each chapter with the entire solution available
- Features a companion website with all the book's ready-to-run examples available for download
- Covers all the main dynamic features a webmaster needs to accomplish

Practical, step-by-step coverage:

CSS; Classes; Objects; Text and Typography; Menus and Navigation; Page Layout; Visual Effects; Dynamic Classes; Navigation; Incorporating JavaScript; Superclasses

## MARKET / AUDIENCE

Web designers, novice programmers, hobbyists building web sites for interest groups, community organizations, students.

## ABOUT THE AUTHOR(S)

**Robin Nixon** is a developer and freelance technical writer who has published more than 500 articles in magazines such as PC Plus, PCW, Web User, .net, PC Advisor, and PC Answers. He is the author of five computing books, including Plug-In PHP: 100 Power Solutions and Plug-in JavaScript: 100 Power Solutions.

## RELATED PRODUCTS

| ISBN          | Title                        | Author     | CR Yr | USD     |
|---------------|------------------------------|------------|-------|---------|
| 9780071633178 | HTML, XHTML & CSS QuickSteps | Hart-Davis | 2010  | \$19.99 |

**CompTIA Strata Fundamentals All-in-One Exam Guide (Exam FC0-U41)****Author: Scott Jernigan, Michael Meyers**

ISBN-13: 9780071760225

Format: Softback with CD

Subject: Computing - Consumer Application - General Computing

Pages: 784

Illustrations: 175

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 60.00

**ABOUT THE BOOK**

**New from the bestselling self-study test prep author for CompTIA A+, this exam guide offers complete coverage of CompTIA Strata IT Fundamentals**

CompTIA Strata Fundamentals All-in-One Exam Guide fully covers all of the objectives on the Strata IT Fundamentals exam (FC0-U41) and also covers the UK versions of IT Fundamentals, including the PC Functionality and Technology exams.

Mike Meyers has a proven program for delivering the key information you want and need to pass CompTIA exams and his books are the preferred references for IT technicians who want to be successful on the job. Meyers' "in the trenches" voice makes this book a perfect first step towards the bestselling CompTIA A+ All-in-One Exam Guide and CompTIA A+ certification. The CD features two practice exams for the Strata Fundamentals exam.

**MARKET / AUDIENCE**

Strata certificates will appeal to Individuals seeking a new career in IT, students new to the IT and technology job market, professionals in technology sales careers, individuals considering CompTIA A+ or other IT industry certifications, and certified or seasoned IT career professionals who want to enhance their credentials.

**ABOUT THE AUTHOR(S)**

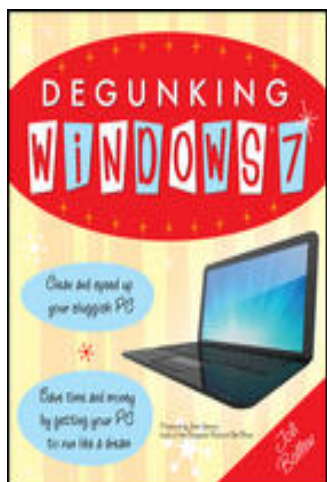
**Michael Meyers**, A+, Network+ is the industry's leading authority on A+ certification. He is the president and founder of Total Seminars, LLC, a major provider of PC and network repair seminars for thousands of organizations throughout the world such as IBM, Lucent Technologies, Canon, Dupont, GE, among many others, and Government clients such as the FBI, FAA, and the United Nations. Mike's A+ All-in-One Exam Guide has been the best selling A+ Certification book on the market since its initial printing in July 1998, and his Network+ All-in-One Exam Guide, now in its Second Edition, is also one of the industry's top selling certification books. Total Seminars is a member of CompTIA, the creator of A+ certification.

**RELATED PRODUCTS**

| ISBN          | Title  | Author | CR Yr | USD     |
|---------------|--|--------|-------|---------|
| 9780071701334 | CompTIA A+ Certification All-in-One Exam Guide, 7th Ed (Exams 220-701 & 220-702) | Meyers | 2010  | \$59.99 |
| 9780071614870 | CompTIA Network+ All-in-One Exam Guide, 4th Ed                                   | Meyers | 2009  | \$59.99 |

# Degunking Windows 7

Author: Joli Ballew



ISBN-13: 9780071760058

Format: Paperback

Subject: Computing - Programming - Operating Systems - Windows

Pages: 336

Illustrations: 180

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 25.00

## ABOUT THE BOOK

**Restore your Windows 7 PC to peak performance—without spending a lot of money!**

Degunking Windows 7 is the fast, affordable way to keep your computer running quickly and efficiently. Over time, Windows PCs can become slow because of the accumulation of unneeded and unwanted programs, files, errors, and other “gunk.” This book shows you how to take the necessary steps to clean up your Windows PC and restore the speed, responsiveness, reliability, and error-free operation that it had when it was brand new. The proven Degunking 12-Step Program teaches you how to organize your hard disk, load and run only the programs and processes that matter, and clear out the cobwebs hiding in the corners so your computer runs the best it possibly can.

After your PC is cleaned and optimized, you'll learn to manage the desktop, organize data in folders, keep email free of spam and harmful programs, create useful and reliable backups, and maintain a good security system for the long term. Unhelpful error messages are explained, and you'll find out how to resolve them. Good maintenance and management practices for media files are detailed, as well as methods for making sure devices are always synchronized and up-to-date. This book puts the practical information the expert PC technicians know directly into your hands!

## MARKET / AUDIENCE

This book is for those millions of ordinary, non-expert PC users who inevitably become frustrated by increasing crashes and slower speeds but don't know where to turn for help.

## ABOUT THE AUTHOR(S)

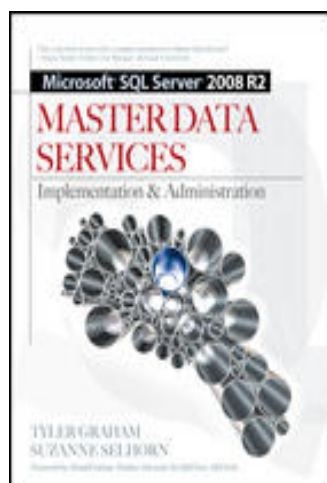
**Joli Ballew**, Microsoft MVP, MCSE, MCTS, MCDST, is a technical author, technology trainer, and website manager. She's written more than three dozen books, including *Hardcore Windows XP* and *How to Do Everything: Netbook*.

## RELATED PRODUCTS

| ISBN          | Title                         | Author     | CR Yr | USD     |
|---------------|-------------------------------|------------|-------|---------|
| 9780071635691 | Windows 7 QuickSteps          | Matthews   | 2010  | \$19.99 |
| 9780071639569 | How to Do Everything Netbook  | Ballew     | 2010  | \$24.99 |
| 9780071599832 | PC QuickSteps, Second Edition | Hart-Davis | 2009  | \$19.99 |

# Microsoft SQL Server 2008 R2 Master Data Services

Author: Tyler Graham, Suzanne Selhorn



ISBN-13: 9780071756235

Format: Paperback

Subject: Computing - Programming - Web Development

Pages: 352

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 50.00

## ABOUT THE BOOK

**Written by the technologists behind the software, this is the definitive resource for working with Microsoft Master Data Services.**

Microsoft SQL Server 2008 R2 Master Data Services offers full coverage of the Microsoft product focused on the management of master data within organizations of all sizes. This definitive guide details all of the features shipped within Master Data Services (MDS), combined with examples of how to implement department-level master data management (MDM) solutions. Each chapter combines a discussion of capabilities with practical approaches to common MDM problems. With any MDM implementation, the product can be only part of the solution. The rest lies in the processes and policies that are implemented to manage master data within the organization.

This book is filled with best practices for deploying and managing MDS in an enterprise environment.

- Microsoft SQL Server 2008 R2 Master Data Services
- Co-written by a Microsoft Senior Program Manager for Microsoft MDS and a Microsoft technical writer for MDS documentation
- Covers all functionality available in MDS along with best practices for implementation and administration
- Includes tips for using MDM to solve common business problems
- Contains details on securing and extending the application

## ABOUT THE AUTHOR(S)

**Tyler Graham** is a Senior Program Manager with the Microsoft Master Data Services team and a regular speaker on a number of Master Data Management topics. Before joining Microsoft, Tyler was the lead consultant of over 20 analytical MDM implementations with over 10 years in the industry.

**Suzanne Selhorn** is a technical writer living in Seattle. She was a major contributor to the Master Data Services Books Online content for SQL Server 2008 R2.

## RELATED PRODUCTS

| ISBN          | Title  | Author       | CR Yr | USD     |
|---------------|--|--------------|-------|---------|
| 9780072263497 | Master Data Management and Customer Data Integration for a Global Enterprise | Berson-Dubov | 2007  | \$62.99 |

# Managing Oracle Fusion Applications

Author: Richard Bingham



ISBN-13: 9780071750332

Format: Paperback

Subject: Computing - Database - Other Databases

Pages: 352

Illustrations: 50

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 50.00

## ABOUT THE BOOK

**From Oracle Press—expert techniques for effectively managing Oracle Fusion Applications**

Managing Oracle Fusion Applications explains how to use a comprehensive range of tools, services, and worked best practices, organized into an easy-to-use and practical toolbox, to manage Oracle Fusion Applications—the integrated suite of next-generation enterprise applications that combine the best capabilities from Oracle’s extensive product portfolio. Written by a member of the Oracle team designing the support strategy for Oracle Fusion Applications, this is the first and only book on the topic. Effective system management increases application up-time, improves performance, and lowers the total cost of ownership. This Oracle Press guide demonstrates how to achieve these goals.

Complete coverage of Oracle Fusion Applications management:

Oracle Fusion Applications Product Overview; Oracle Fusion Applications Technical Overview; Successful Enterprise Application Management; Oracle Fusion Applications Lifecycle; Oracle Fusion Applications Management Toolbox; Reliability Management Toolbox; Availability Management Toolbox; Performance Management Toolbox; Optimization Management Toolbox; Governance Management Toolbox; Planning for the Future

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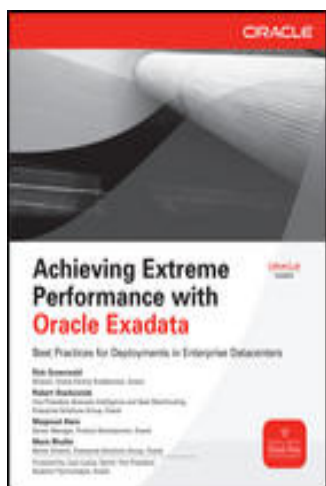
**Richard Bingham** has worked at Oracle for more than 10 years in various roles within Product Support, providing services for several different software products. He now works on a team designing the support services that will complement Oracle Fusion Applications. Richard is a regular presenter at conferences such as UKOUG.

## RELATED PRODUCTS

| ISBN          | Title  | Author      | CR Yr | USD     |
|---------------|--|-------------|-------|---------|
| 9780071629423 | Oracle E-Business Suite Development & Extensibility Handbook | Passi-Ajvaz | 2010  | \$59.99 |

# Achieving Extreme Performance with Oracle Exadata

**Author: Robert Stackowiak, Rick Greenwald, Maqsood Alam, Mans Bhuller**



ISBN-13: 9780071752596

Format: Paperback

Subject: Computing - Database - Oracle

Pages: 432

Illustrations: 50

Edition: 1

Pub Date: MARCH 2011

Copyright Year: 2011

Imprint: McGraw-Hill Computing

Price: USD 60.00

## ABOUT THE BOOK

**The only Oracle Press guide to the powerful technology available in the Sun Oracle Database Machine and the Exadata Storage Server**

Achieving Extreme Performance with Oracle Exadata and the Sun Oracle Database Machine is filled with best practices for deployments, hardware sizing, architecting the database machine environments for maximum availability, and backup and recovery. Oracle Database 11gR2 features used within these offerings, as well as migration options and paths for Oracle and non-Oracle databases to Oracle Exadata are covered. This Oracle Press guide also discusses architecture, administration, maintenance, monitoring, and tuning of Oracle Exadata Storage Servers and the Sun Oracle Database Machine.

- Achieving Extreme Performance with Oracle Exadata and the Sun Oracle Database Machine
- Covers Oracle Exadata concepts and best practices for deployments in enterprise data centers
- Is written by experts who are educating the sales and technical teams at Oracle about Oracle Exadata and the Sun Oracle Database Machine
- Contains all the information you need for successful implementation in one book

## MARKET / AUDIENCE

The primary audience will be Oracle Database Technical Architects, Database Administrators, and Technical Managers looking to learn about Oracle Exadata and the Database Machine. In addition, business managers looking to improve their return on investment from their IT purchases will be interested in learning about this highly visible set of products.

## ABOUT THE AUTHOR(S)

**Robert (Bob) Stackowiak** is Vice President, Enterprise Solutions at Oracle. He has coauthored several books on Oracle technologies. Stackowiak's papers regarding data warehousing and computer and software technology have appeared in publications such as The Data Warehousing Institute's Journal of Data Warehousing and Data Warehousing Trends and Applications.

Rick Greenwald is Director of Oracle Partner Enablement at Oracle where he has worked for more than 10 years. He is also the author or coauthor of several books on Oracle technologies.

**Maqsood Alam**, OCP, is Senior Manager, Product Development at Oracle. He is focused on evangelizing Oracle Exadata, performing competitive benchmarks, promoting best practices for migrations into Oracle Exadata from Oracle and non-Oracle databases, and providing support to customers undergoing large Oracle Exadata implementations.

**Mans Bhuller**, Senior Director, Enterprise Solutions, Oracle, has worked at the forefront of emerging technologies at Oracle Corporation for the last 13 years. He currently runs the Database, Grid, and Systems Management architecture practice within Oracle's Enterprise Solutions Group where he has been paving the way for the Sun Oracle database machine and other foundational technologies.

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