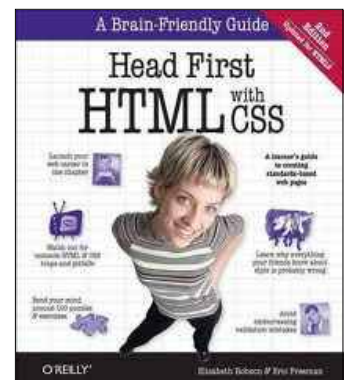
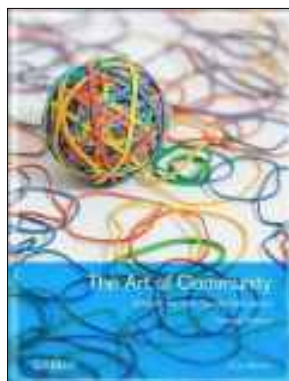
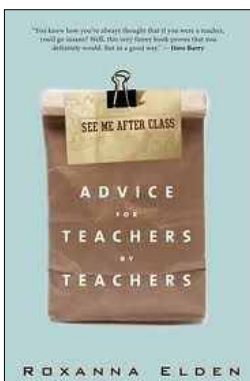
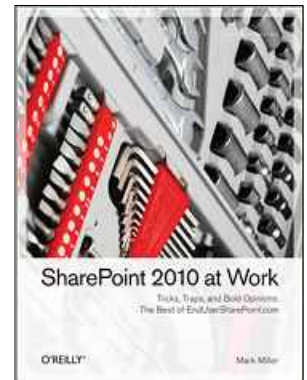
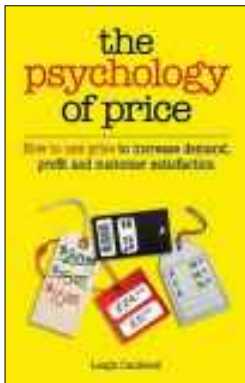
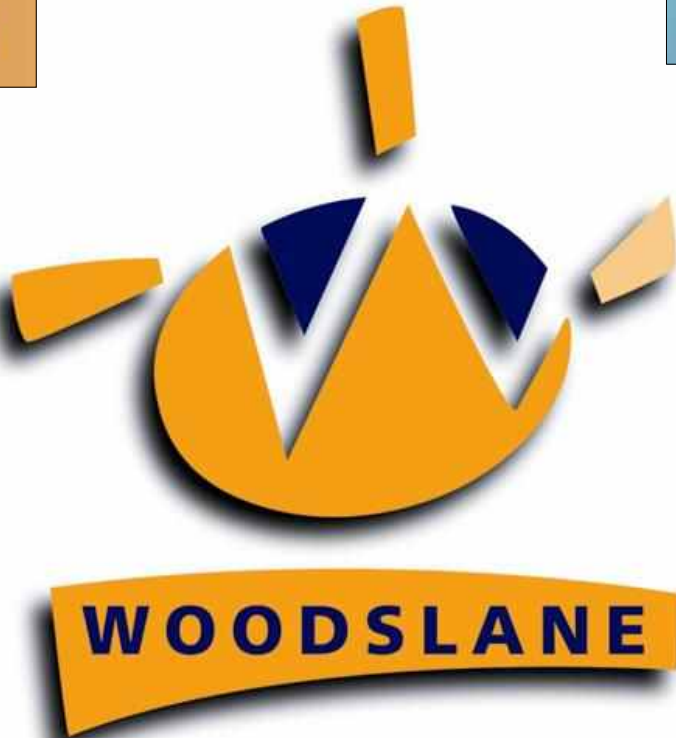
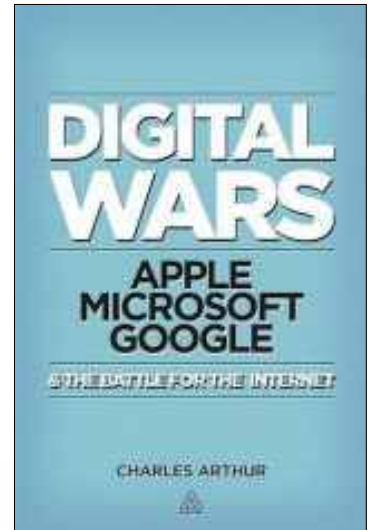
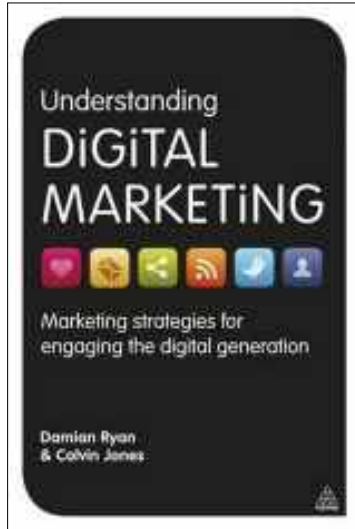
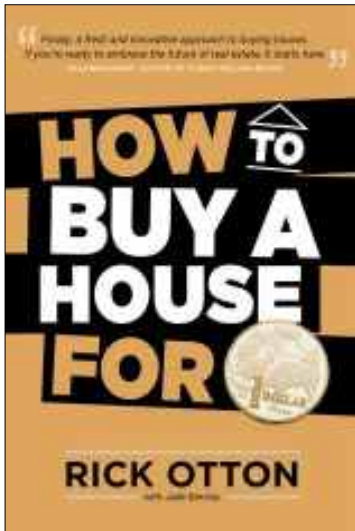


Business & Computing

New Book Releases

May 2012

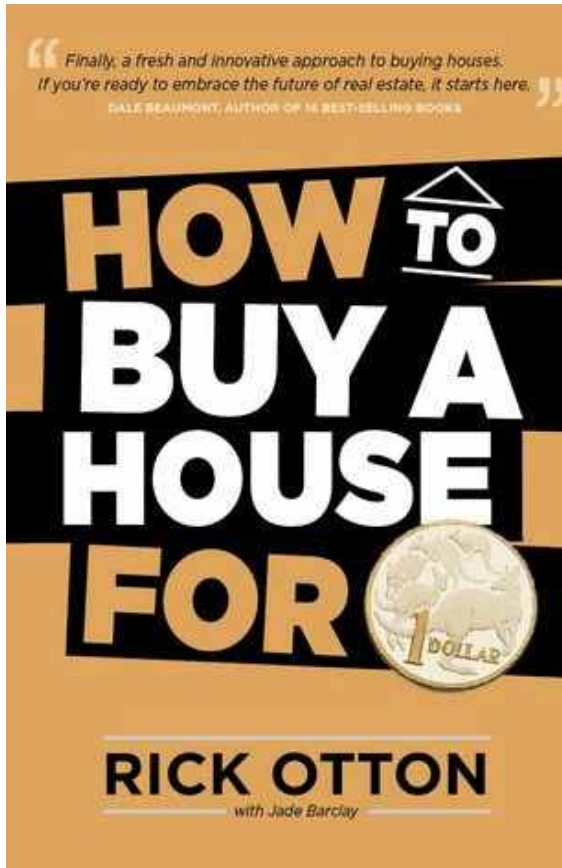


How to Buy a House for \$1

Author: Otton, Rick with Barclay, Jade



We Buy Houses



Aspects of the traditional property system in Australia and New Zealand are dated and no longer work for buyers or sellers. Many first time home buyers are unable to purchase, even with government grants and concessions. Home Owners are finding it increasingly difficult to make their mortgage payments, as interest rates rise. Sellers are unable to achieve their sales price as banks have pulled back on their lending, making it increasingly difficult to borrow. Negative gearing has been the preferred property investing strategy, yet why are Australia, New Zealand and Canada the only three countries in the world who use it for tax benefits? In *How to Buy a House for \$1* Rick Otton, with over two decades of property investing experience, lays out the strategies to solve these current problems. This book will transform the way readers think and invest.

AUD RRP: \$24.95
NZD RRP: \$32.99
ISBN-13: 9780646518923
Due Date: 04/2012
Discount: TRADE AUSTRALIAN
Format: Paperback
Size (mm): 230 X 150
Pages: 224
Illustrations: B&W THROUGHOUT

Rick Otton is a self-made multi-millionaire real estate consumer advocate, property investor and speaker. He is founder and director of We Buy Houses Pty Ltd. In 1991 Rick Otton uncovered an innovative strategy for buying and selling real estate and went on to amass a portfolio of 76 properties in his first 12 months of investing. Rick buys, sells and trades property, using little or none of his own money, and structures his transactions to create positive cash flow. Since 2001 Rick has privately taught nationally and internationally over 35,000 students how to buy, sell and trade residential property without getting bank loans or acquiring debt, using little cash and minimizing risk.

Key Selling Points

- o Launch of author speaking campaign at public and private seminars throughout Australia and New Zealand where Rick Otton is booked to speak before 10,000 plus people throughout 2012
- o Rick Otton has been featured in the Australian TV shows: ABC Documentary Reality Bites, Today Tonight and Hot Property.
- o New view point, on property buying and investing, provocative and timely in its scope.

If you've been searching for a proven way to build wealth in real estate, without risking your own money, even if you can't get bank finance, you've just found the book to show you how...

In 1991 Rick Otton uncovered an innovative strategy, and went on to amass a portfolio of 76 properties within 12 months. Since then, Rick has bought literally hundreds of properties and has proved that his strategies work - in any location and any market cycle.

Now for the first time outside of a private training, you can discover Rick Otton's powerful real estate investing formulas. Follow them and you too can buy your first home or build a property portfolio that isn't reliant on getting bank financing. And best of all, you can do it without risking any of your own money.

In this ground-breaking book you'll discover...

- ✓ How you can buy property for just \$1, with NO deposit and NO bank loan
- ✓ The secret of turning a negatively geared property into a positive cash flow
- ✓ Why you never need to stress about interest rates or the economy again
- ✓ How to find positive cash flow properties, even in capital cities
- ✓ The #1 way to find 10 times more buyers if you ever need to sell your property
- ✓ How to join the new breed of first home owners and real estate millionaires

 **Rick Otton - Australia's Real Estate Consumer Advocate**

Since 2001 Rick Otton has shown people from all walks of life how to create wealth in real estate, without bank loans or forking out huge deposits. Because of this success he's been featured on A Current Affair, Today Tonight, SBS 4BC, Hot Property and in dozens of newspapers and magazines. In addition, leading government officials regularly seek his advice on solving the housing affordability crisis.

"On a recent transaction, I received \$10,000 up-front and my backend profit was \$30,156.38... One of the biggest things I learnt from Rick is it doesn't matter what happens in the world - if I lost everything I owned right now I know I'm going to be okay. Because I know that I have the skill set to go and do it all again and I am going to have a lot of fun and I'm going to help a lot of people doing this at the same time."

If you're ready to discover a new way to build wealth through real estate without being limited by cash, credit or experience - then start reading now.

www.HowToBuyAHouseForADollar.com

ISBN 978-0-144-53492-3

9 780646 518923

Marketing Highlights

- Full PR campaign beginning with positioning media coverage in Feb/ Mar 2012 and pure book campaign commencing Apr 2012 to include TV, Radio, print, magazine and online;
- Launch and ongoing promotion on authors weekly podcast, Creative Real Estate, which ranked #14 in the business category of iTunes in Dec 2011;
- Commencing Jan 2012, ongoing marketing campaigns including social media to author's database of over 15,000 subscribers, over 5,600 FaceBook Friends and over 1,300 affiliate partners

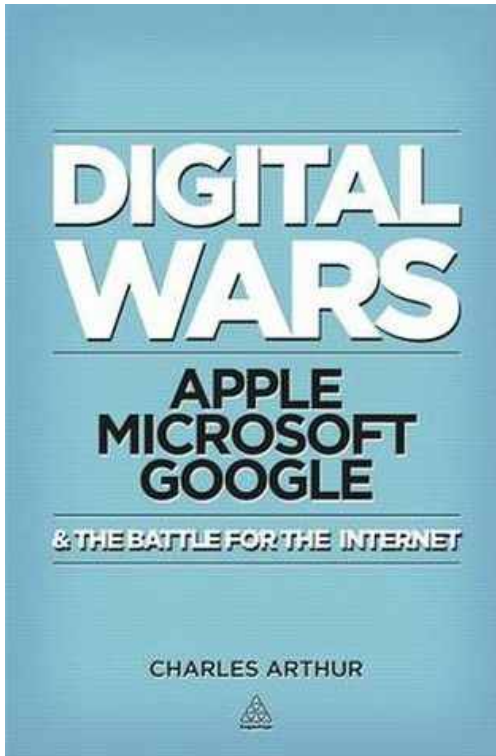
Digital Wars

Apple, Google, Microsoft and the Battle for the Internet



Author: Arthur, Charles

KOGAN PAGE



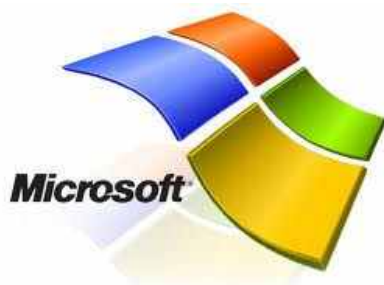
Apple, Google and Microsoft are locked in a battle to dominate the internet and especially the fastest-growing part of it - mobile. All three have fought each other in previous wars, and now they want to dominate search technology, cloud computing, mobile music and the smartphone market. Whoever wins will exert a wide ranging control over user data and access to content, and even how we use and interact with computers. "Digital Wars" assesses who will be the victor and what the implications are for business, individuals and society. Accessible and comprehensive, it looks at the very different cultures of each business, the iPhone, Android, iPods (mobile music) and the browser and apps battles. "Digital Wars" tells you what to expect from the internet in the next five years, which company will ultimately be in the driving seat, and what the implications will be for us all.

AUD RRP: \$29.95
NZD RRP: \$36.99
ISBN-13: 9780749464134
Due Date: 04/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 234 X 156
Pages: 240

- iCloud
- iTunes
- iPad
- Office 365
- Bing
- Hotmail
- Google +
- Google Apps
- Gmail

Charles Arthur has been the technology editor at The Guardian since November 2005. Previously he was at The Independent from 1995. He is putting the finishing touches to this book called "Digital Wars" about the business battles between Microsoft, Apple and Google, to be published by Kogan Page in spring 2012.

His blog <http://www.charlesarthur.com/blog/index.php>



Understanding Digital Marketing

Marketing Strategies for Engaging the Digital Generation



KOGAN PAGE

Author: Ryan, Damian

AUD RRP: \$39.95

NZD RRP: \$49.99

ISBN-13: 9780749464271

Due Date: 04/2012

Discount: TRADE INTERNATIONAL

Format: Paperback

Size (mm): 234 X 153

Pages: 288

Digital marketing now represents 25 per cent of the marketing spend in Australia and this is predicted to move to 50 per cent or higher within the next three years. "Understanding Digital Marketing" looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. "Understanding Digital Marketing" deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, "Understanding Digital Marketing" provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

More and more of the world is digital and this book helps you move your business into the digital world and understand it...

- FaceBook
- LinkedIN
- Google+
- YouTube
- Twitter
- eMail
- SMS
- RRS



Conversation Manager

The Power of the Modern Consumer, the End of the Traditional Advertiser



KOGAN PAGE

Author: Van Belleghem, Steven

AUD RRP: \$39.95

NZD RRP: \$49.99

ISBN-13: 9780749466596

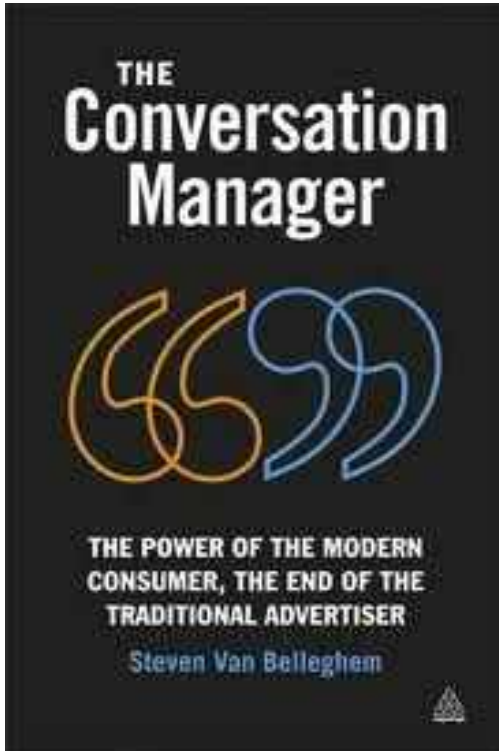
Due Date: 03/2012

Discount: TRADE INTERNATIONAL

Format: Paperback

Size (mm): 234 X 156

Pages: 224



The increasing popularity and importance of social media in the recent year has created a growing gap between modern, internet savvy consumers and traditional advertising. With old tried and tested marketing techniques no longer being effective, marketers who do not want to fall behind need to become conversation managers and engage with the new breed of consumers, often using digital platforms. To do this, learning to listen and communicate with your consumers is critical. Based on four years of primary research, "The Conversation Manager" explains the evolution of the modern consumer and clearly demonstrates why traditional advertising no longer works. Illustrated with an extensive number of examples of advertising campaigns, this book is full of practical tools to help you transform your company strategy and kick-start conversations with your customers.

Steven Van Belleghem is Managing Partner of the innovative research agency InSites Consulting. He is also a marketing professor at the Vlerick Management School. Steven is a frequent speaker at conferences around the world. He is known for his enthusiastic, interactive and no-nonsense style.

Ultimate Interview 3rd Edition

100s of Great Interview Answers Tailored to Specific Jobs



Author: Williams, Lynn

"Ultimate Interview" will give you all the background information that you need as well as essential practice to secure that job. Uniquely among interview guidebooks, it organises common interview questions according to specific job types, such as management, sales and marketing, administrative and clerical. Each section looks at the thinking behind the questions, and suggests an effective method of answering. With additional advice on researching the background to a vacancy, and how skills and characteristics can be assessed and developed, this book is a must-have for all serious job hunters.

KOGAN PAGE

AUD RRP: \$32.95
NZD RRP: \$42.99
ISBN-13: 9780749464066
Pre ISBN: 9780749453879
Due Date: 04/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 240 X 170
Pages: 240

New editions for 2012 Ultimate Books – sold in March & April kit

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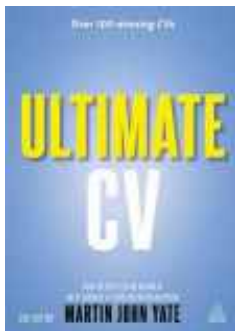


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Ultimate CV 3/ed

Ultimate Job Search 3/ed



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CEOs at Work



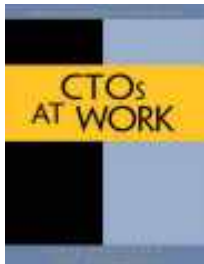
Author: Yourdon, Edward

Ed Yourdon interviews many of the world's most influential chief executive officers from companies that have dealt with intense changes in CEOs at Work. Yourdon focuses on how his interviewees tackle the day-to-day work of managing their organizations, while revealing much more: How they got there, how they overcame issues or adversity, and how they interact with business units, provide for innovation, deal with regulatory requirements, provide guidance to the employees and ensure their productivity, and assure the future success of their companies. Surveying a variety of unique corporations, CEOs at Work offers a great sense of what can be done and what is being done now in organizations around the world. Don't miss this illuminating companion volume to Yourdon's CIOs at Work.

APRESS

AUD \$37.95
RRP:
NZD \$49.99
RRP:
ISBN-13: 9781430240532
Due Date: 04/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 235 X 178
Pages: 500

at Work, Backlist



CTOs at Work

Donaldson, Scott et al



9 781430 235934
AU\$37.95
NZ\$49.99
APress

As the words "at work" suggest, the authors focus on how their interviewees tackle the day-to-day work of the CTO while revealing much more: how they got there, how they manage and allocate projects, and how they interact with business units and ensure that their companies take advantage of technologies, teamwork, and software development practices to respond to organizational needs and improve employee productivity. Surveying a variety of unique corporations, CTOs at Work offers insights into the present and future of CTOs in organizations around the world



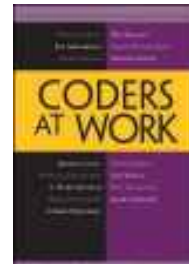
CIOs at Work

Yourdon, Ed



9 781430 235545
AU\$37.95
NZ\$49.99
APress

Ed Yourdon interviews many of the world's most influential CIOs in CIOs at Work, offering a brand-new companion volume to Apress' highly acclaimed best-seller Founders at Work by Jessica Livingston and Peter Seibel's best-selling Coders at Work. As the words "at work" suggest, Yourdon focuses on how his interviewees tackle the day-to-day work of managing information in their organization while revealing much more.



Coders at Work

Seibel, Peter



9 781430 219484
AU\$37.95
NZ\$49.99
APress

Peter Seibel interviews 16 of the most interesting computer programmers alive today in Coders at Work. As the words "at work" suggest, Peter Seibel focuses on how his interviewees tackle the day-to-day work of programming, while revealing much more, like how they became great programmers, how they recognize programming talent in others, and what kinds of problems they find most interesting.



Venture Capitalists at Work

Shah, Tarang



9 781430 238379
AU\$37.95
NZ\$49.99
APress

Venture Capitalists At Work: How VCs Identify and Build Billion Dollar Successes is a collection of interviews with the venture capitalists behind some of the most notable startup successes. The book brings together a vast pool of untapped and fragmented knowledge about startup building and investment, and it offers entrepreneurs an actionable and indispensable guide to gaining support for their ventures.



Gamers at Work

Ramsay, Morgan



9 781430 233510
AU\$37.95
NZ\$49.99
APress

For nearly four decades, video games have captured the imagination and drawn the ire of people around the world. Many firms are outpaced by the explosive worldwide growth and economic realities of the sector. In this groundbreaking anthology, successful founders of entertainment software companies reflect on the challenges and how they survived.

BUSINESS & MANAGEMENT

Take Control and Realise your Potential



Author: Dingle, Peter Prof.

"Take control of your life and realise your potential" explains why and how we limit ourselves through our conditioning. Out of the most stressful situations come the greatest opportunities to renegotiate our lives on our own terms and fulfil our potential. The blessings that follow are simply derived from knowing who we are and what drives us to get up every morning. Most people go through life in an unconscious state just getting by from day to day, one busy situation to the next.

He is a regular on current affairs programs such as Today Tonight and ABC programs like "Can we help" and featured on 4 corners and the 7.30 report

Productivity = Energy + Motivation and Direction



INDEPENDENT PUBS

AUD RRP: \$25.00
NZD RRP: \$32.99
ISBN-13: 9780987119957
Due Date: 01/2012
Discount: TRADE AUSTRALIAN
Format: Paperback
Pages: 160
Illustrations: B&W THROUGHOUT

BUSINESS & MANAGEMENT

Grow Your Service Firm



Author: Craven, Robert

Are you great at doing your skill but aren't so sure about how to get more/better clients? Do you wonder why you don't get the results you feel you deserve? If you're not selling a tangible product, it can be hard to market your business. However, if you cannot attract clients then you will have no business. Robert Craven, who works with ambitious directors of fast-growing businesses, helps you identify the benefits of your service business to enable you to secure a reliable 'sales funnel' of leads to your business. After all, unless you know why people buy from you - rather than a competitor - then you cannot present your business in a way that appeals to their needs. The number of professional service businesses or service firms is enormous. Service businesses include everything from an accountant, an artist, an acting coach, an advertising consultant through to a Zen Buddhism teacher or an independent zoo inspector. The list is endless. The principle behind growing them is, however, the same. Robert Craven's work on marketing and strategy has been acted upon by thousands of growing businesses. Here, in *Grow Your Service Firm*, he equips small businesses owners like you with practical solutions to help you run and grow a successful business - whatever industry you're in.



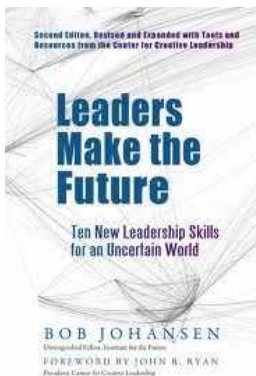
CRIMSON PUBLISHING

AUD RRP: \$29.95
NZD RRP: \$39.99
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Due Date: 04/2012
Discount: TRADE INTERNATIONAL
Format: Paperback
Size (mm): 216 X 138
Pages: 256

BUSINESS & MANAGEMENT

Leaders Make the Future 2nd Edition H/C

Ten New Leadership Skills for an Uncertain World



Author: Johansen, Bob

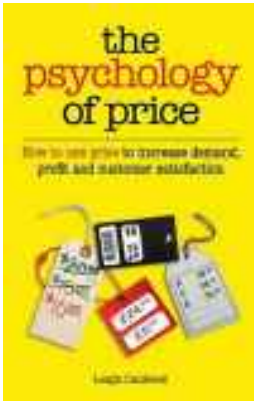
We are in a time of disruptive leadership change. In a VUCA world--one characterized by volatility, uncertainty, complexity, and ambiguity--traditional leadership skills won't be enough, noted futurist Bob Johansen argues. Drawing on the latest ten-year forecast from the Institute for the Future--the only futures think tank ever to outlive its forecasts--this powerful book explores the external forces that are shaking the foundations of leadership and unveils ten critical new skills that will be required in the future, skills that you can learn. In this second edition Johansen is joined by the prestigious *Center for Creative Leadership*. CCL's contributions help readers understand the new leadership skills by linking them to existing skills, and they provide analytics and exercises to help readers develop them. This edition has been updated throughout, *with a new ten-year forecast and new examples*, and incorporates the lessons Johansen has learned about applying the new leadership skills in the three years since the first edition appeared. In addition, Johansen deals with two new forces that are shaping the future. The first is the "digital natives," or people 15 years and younger who have grown up in a completely digital world. The second is *cloud-based computing*, which will enable new forms of connection, collaboration and commerce and will greatly facilitate reciprocity-based innovation--giving away to get more--which Johansen sees as the biggest innovation opportunity in history.



BERRETT-KOEHLER

AUD RRP: \$35.95
NZD RRP: \$45.99
ISBN-13: 9781609944872
Pre ISBN: 9781605090023
Due Date: 12/2011
Discount: TRADE INTERNATIONAL
Format: Hardback
Pages: 264

Psychology of Price



Author: Caldwell, Leigh

One of the most important questions for any business is: how much should I charge? Economics has an easy answer - just look at where demand and supply meet. Unfortunately, this easy answer is wrong. What about the effect of changing the timing on a payment? How do a customer's personal and financial circumstances affect their willingness to pay? Using *The Psychology of Price*, you can discover why price is a psychological issue - and how to make the most of that knowledge. Written by the founder of the UK's leading pricing consultancy Inon - whose clients range from the BBC and confused.com to Grants Whisky and HM Treasury - *The Psychology of Price* offers a unique opportunity for business owners and finance and marketing professionals to gain an insight into the way consumers think and purchase - and to learn the actual research methods and pricing techniques used by multinational companies. A practical, jargon-free workbook, *The Psychology of Price* will help you find out how good your pricing really is and give you the toolkit to ensure you charge the right price point for your product or service. What have you got to lose?



CRIMSON PUBLISHING

AUD RRP: \$29.95

NZD RRP: \$39.99

ISBN-13: 9781780590073

Due Date: 04/2012

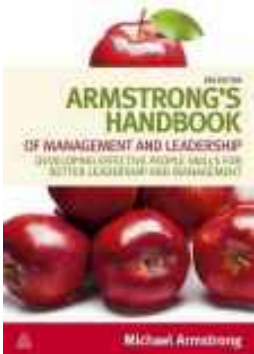
Discount: TRADE INTERNATIONAL

Format: Paperback

Pages: 256

Armstrong's Handbook of Management and Leadership

Developing Effective People Skills for Better Leadership and Management



Author: Armstrong, Michael

"Armstrong's Handbook of Management and Leadership" provides guidance on the processes of management and leadership with particular reference to what managers and aspiring managers need to know and do to make a difference. As well as presenting the key skills required for effective management it also deals with three important areas of management: change management, continuous improvement and the achievement of high levels of customer service. The book is aligned to the Leading, Managing and Developing People and Developing Skills for Business Leadership modules which are part of the Chartered Institute of Personnel and Development's Leadership and Management Standards and this new edition has been completely rewritten to bring it in line with these new modules. *The book is accompanied by additional online material for use by instructors as well as an exhaustive set of questions and answers to help students test their learning.*



KOGAN PAGE

AUD RRP: \$75.00

NZD RRP: \$95.00

ISBN-13: 9780749465520

Pre ISBN 9780749443443

Due Date: 04/2012

Discount: TRADE INTERNATIONAL

Format: Paperback

Pages: 320

CIMA Gateway Assessment (CGA) - Exam Practice Kit



Author:

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AUD RRP: \$29.95

NZD RRP: \$42.99

ISBN-13: 9780857325495

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Discount: TRADE INTERNATIONAL

Format: Paperback



Develop Your Critical Thinking Skills

Tolley, Harry
 9 780749 463625
 AU\$29.95
 NZ\$36.99
KOGAN PAGE

Students entering the work force or studying for their exams now increasingly require the ability to think critically, communicate effectively, work collaboratively with others and solve problems. Being able to demonstrate these qualities confidently will score them extra marks in exams and selection tests and impress potential employers. "Develop Your Critical Thinking Skills" takes a jargon-free approach to explaining the principles and applications of critical reasoning. It shows how to master the art of constructing effective arguments, critically evaluate evidence, take better lecture notes and display an inquisitive and intellectual approach to problem solving. Equipped with open access resources, "Develop Your Critical Thinking Skills" applies critical thinking to subjects such as math and science to improve exams scores and aid understanding.



See Me After Class: Advice for Teachers by Teachers

Elden, Roxanna et al
 9 781607 148623
 AU\$29.95
 NZ\$36.99
KOGAN PAGE

Teaching, a profession with one of the highest attrition rates in the nation, is often stressful and relentlessly demanding—but it doesn't have to be. In "See Me After Class," veteran teacher Roxanna Elden inspires with no-nonsense advice, hang-in-there encouragement, and a healthy dose of humor, while directly addressing the challenges teachers face. Elden shares anecdotes and horror stories from more than 100 long-time educators from across the country that will have teachers laughing and crying.



A-Z of Careers and Jobs

Hodgson, Susan
 9 780749 464295
 AU\$39.95
 NZ\$49.99
KOGAN PAGE

From accountant to zoologist, this new edition of "The A-Z of Careers & Jobs" offers detailed insights into more than 300 career areas. For those looking for their first job after school or university, or for anyone considering a change of career, the book provides reliable and up-to-date careers advice for a range of professions, covering practical issues such as job opportunities in each market, personal skills and qualities, entry qualifications and training, useful contact details and realistic salary expectations.



What Next After School?

Holmes, Elizabeth
 9 780749 465322
 AU\$32.95
 NZ\$42.99
KOGAN PAGE

"What Next After School?" has established itself as a key guide for helping students to understand the many options available to them as they approach the end of their school years, including education options (academic as well as vocational training), gap years, the world of work, and practical issues such as finances, debts and insurance. This new 10th edition also includes case studies illustrating how other students have adapted to life after school, as well as detailed information on making the most of the decisions facing all school leavers.



How to Get into Law School

Smiljanic, Natassja
 9 780749 463212
 AU\$32.95
 NZ\$42.99
KOGAN PAGE



Kaplan SAT Subject Test Biology E/M

Kaplan
 9 781609 785970
 AU\$27.95
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Kaplan

Proven strategies, practice, and review to ace the SAT Subject Test Biology E/M. Getting into a top college has never been more difficult. Students need to distinguish themselves from the crowd, and scoring well on a SAT Subject Test gives students a competitive edge. "Kaplan SAT Subject Test: Biology E/M" is the most up-to-date guide on the market with complete coverage of both the content review and strategies students need for success on test day. "Kaplan SAT Subject Test: Biology E/M" features: A full-length diagnostic test Full-length practice tests Focused chapter summaries, highlights, and quizzes Detailed answer explanations Proven score-raising strategies End-of-chapter quizzes Kaplan is serious about raising students' scores—we guarantee students will get a higher score, or get their money back.

**Business & Computing
New Book Releases
Price List**



Woodslane Quick Order Sheet

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9780749464134		Digital Wars	K-P	\$ 29.95	\$ 36.99	E	
9780749464271		Understanding Digital Marketing	K-P	\$ 39.95	\$ 49.99	E	
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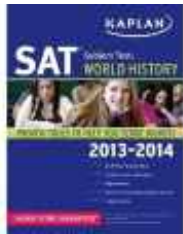
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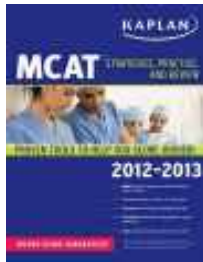
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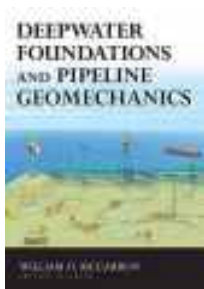


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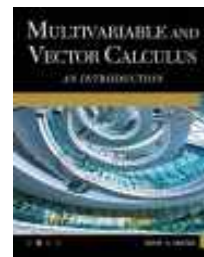
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An Introductory Practical Guide to LBOs



Author: Pilger, David

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Author: Kolbe, Philip

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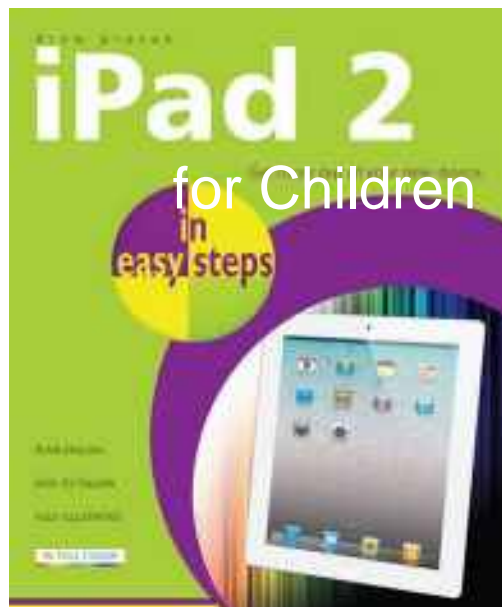
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Author: Vandome, Nick



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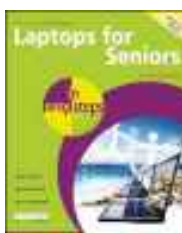
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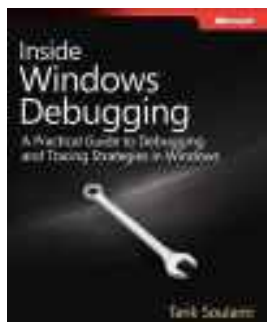
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A Practical Guide to Debugging and Tracing Strategies in Windows



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Author: Miller, Mark

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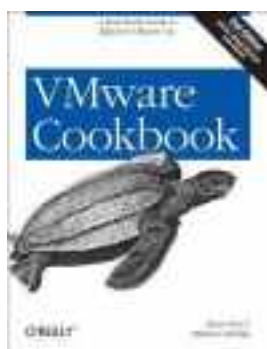
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Author: Troy, Ryan

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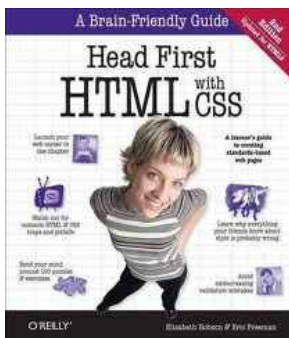
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**Author: Robson, Elisabeth**

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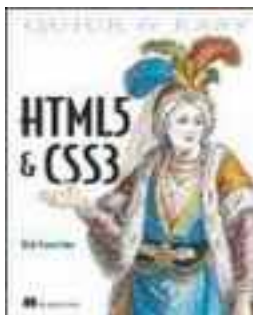
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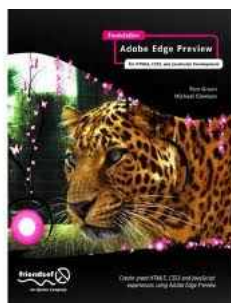
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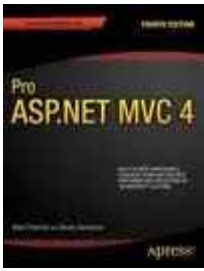
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The ASP.NET MVC 4 Framework is the latest evolution of Microsoft's ASP.NET web platform. It provides a high-productivity programming model that promotes cleaner code architecture, test-driven development, and powerful extensibility, combined with all the benefits of ASP.NET. ASP.NET MVC 4 contains a number of significant advances over previous versions. New mobile and desktop templates (employing adaptive rendering) are included together with support for jQuery Mobile for the first time. New display modes allow your application to select views based on the browser that's making the request while Code Generation Recipes for Visual Studio help you auto-generate project-specific code for a wide variety of situations including NuGet support. In this fourth edition, the core model-view-controller (MVC) architectural concepts are not simply explained or discussed in isolation, but are demonstrated in action. You'll work through an extended tutorial to create a working e-commerce web application that combines ASP.NET MVC with the latest C# language features and unit-testing best practices.



Google Script: Enterprise Application Essentials

Ferreira, James



9 781449 318529
 AU\$39.95
 NZ\$49.99
O'Reilly

This book is about building enterprise applications using the incredibly powerful Google Script. Starting with the basics of using the script editor you will learn the process and best practices of application building by working through detailed examples of real world applications used by thousands of people. Once you have mastered the techniques in this book you will be ready to apply your knowledge to create powerful applications for your business and solve everyday challenges through automation. Every developer should have this book in their tool kit for the references and unique information it provides.



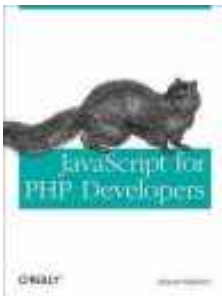
JavaFX 2.0: Introduction by Example

Dea, Carl



9 781430 242574
 AU\$32.95
 NZ\$42.99
APress

JavaFX 2.0: Introduction by Example provides a quick start to programming the JavaFX 2.0 platform. JavaFX 2.0 provides a rich set of APIs for use in creating graphically exciting client applications written solely in Java. You get a large set of customizable components that can be skinned using CSS techniques that you already know from doing web development. The platform even includes a web rendering engine enabling you to mix HTML content into your applications. Hardware acceleration means that your applications are fast and snappy, taking full advantage of modern graphics processing support at the hardware level. JavaFX 2.0 opens the door to business applications that look good, are fun to use, that take advantage of the medium to present data of all types - text, audio, video, etc. - in ways that engage the user and lead to increased productivity. Getting started with JavaFX 2.0 is surprisingly easy. You already have the Java skills. Very likely you know enough of CSS to get by. All that's left is to get a leg up on the API, and that's where JavaFX 2.0: Introduction by Example can help



JavaScript for PHP Developers

Stefanov, Stoyan



9 781449 320195
 AU\$19.95
 NZ\$29.99
O'Reilly

Ready to expand your PHP web development skills with JavaScript? With this guide, you can leverage your experience with PHP to pick up JavaScript quickly. Both languages share the C language syntax, enabling you to skip similarities such as conditions and loops to focus on JavaScript's unique object creation, classes, prototypes, and inheritance. PHP is a valuable web development tool on its own, but with the increase in client-side development, knowledge of JavaScript has become essential for working with today's Web. By concentrating on the differences between these languages, this book helps PHP programmers, web architects, and back-end and front-end engineers get up to speed on JavaScript in no time. "JavaScript for PHP Developers" also provides a complete and convenient reference JavaScript.



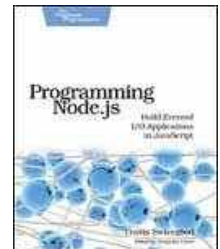
jQuery UI

Sarrion, Eric



9 781449 316990
 AU\$34.95
 NZ\$49.99
O'Reilly

The jQueryUI applies the power and standards of jQuery to user interface design. The library provides elegant versions of many features HTML5 lacks, including tabs, accordions, and dialogs. It also provides programming support for common but complex tasks like managing drag and drop and autocomplete. This code-heavy guide demonstrates how to apply this power to common web situations.



Programming Node.js

Swicegood, Travis



9 781934 356890
 AU\$42.95
 NZ\$65.99
Pragmatic

Node.js opens up the world of building scalable servers to the average programmer. While it used to take intimate knowledge of the kernel, a firm understanding of the various I/O libraries, and an awareness of the physical hardware your code was going to run on, now all that's needed is Node.js, an understanding of JavaScript, and this book. Programming Node.js is the developer's premier guide to Node.js, teaching you how to use the toolkit provided and introducing you to the Node.js landscape. This book starts off with a survey of the concepts of Node.js before diving into the deep end and building a real application to solve a real problem. Over the course of this book you'll learn how to take a Node application from its inception all the way through releasing a project. From building simple command line tools, to custom HTTP servers, to dealing with databases, Programming Node.js teaches you not only Node's APIs, but how to think in Node. So pick up this book and start creating Node applications today. What You Need: You'll need the latest version of Node (currently 0.4.8, but changing rapidly), a text editor, a computer, and the willingness to learn.



Pro PHP MVC

Pitt, Chris

9 781430 241645
 AU\$65.00
 NZ\$89.99
Apress

Model View Controller (MVC) is becoming the definitive architecture of website development frameworks due to the stability, extensibility and predictability it lends to development. It is not just the primary separation of database, business logic and interface components, but includes a wide range of considerations for building high-performing, scalable and secure applications. Deciding which MVC framework best suits the project you are about to begin is one of the biggest challenges you'll face as a developer. If you are part of a team, this decision has probably already been made for you; but in any event, you'll need to know how (and why) the framework authors made it work the way it does. Pro PHP MVC looks at the building blocks that make any good MVC framework, and how they apply to PHP. It exposes all considerations that many developers take for granted when using a popular framework, and teaches you how to make the framework your own. Over the course of reading this book, you will learn the theoretical implications of the choices you would make when writing your own MVC framework, and how to put the pieces together in a cohesive package.

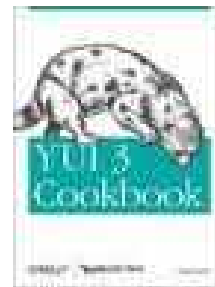


Rails View

Williams, Bruce

9 781934 356876
 AU\$44.95
 NZ\$54.99
Pragmatic

Working in the View layer requires a breadth of knowledge and attention to detail unlike anywhere else in Rails. One wrong move can result in brittle, complex views that stop future development in its tracks. This book will help you break free from tangles of logic and markup in your views as you pick up the practical skills you need to implement your user interface cleanly and maintainably. You'll discover how to build up solid, sustainable layouts and popular interface elements with semantic HTML5 and CSS3, and when you can responsibly generate markup and use advanced presenters...all without leaving the designers on your team out in the cold. Widen your appeal with responsive design, and discover how new progressive enhancement techniques can take you beyond the "weakest link" approach of the past. Master the asset pipeline introduced in Rails 3.1 and use Sass and Coffeescript to make your interface code shorter and more enjoyable.



YUI 3 Cookbook

Goer, Evan

9 781449 304195
 AU\$49.95
 NZ\$59.99
O'Reilly

Solve a wide range of problems in your web application quickly and efficiently with the Yahoo! User Interface Library (YUI). With this definitive getting-started guide to version 3 of this popular open source JavaScript library, you'll address many of the most common and challenging problems web developers face when working with YUI. "YUI 3 Cookbook" introduces specific implementation patterns in the library, and shows you how to use granular solutions for everything from simple Ajax to complex data lifecycles. Experienced users will learn how to create API-driven modules that load on demand, expose an aspect-oriented event-driven API, and generate beautiful documentation. This book also includes simple quick-start templates for common component types



Code Simplicity

Kanat-Alexander, Max

9 781449 313890
 AU\$34.95
 NZ\$49.99
O'Reilly

Every complexity of software design, simplified and codified at last, for use by every programmer, from the novice to the architects of major applications. This book contains the fundamental laws of software development, the primary pieces of understanding that make the difference between a mid-level/junior programmer and the high-level senior software engineer. The book exists to help all programmers understand the process of writing software, on a very fundamental level that can be applied to any programming language or project, from here into eternity. Code Simplicity is also written in such a way that even non-technical managers of software teams can gain an understanding of what the "right way" and the "wrong way" is (and why they are right and wrong) when it comes to software design. The focus of the book is primarily on "software design," the process of creating a plan for a software project and making technical decisions about the pattern and structure of a system.



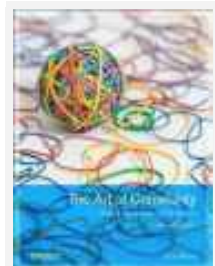
Free as in Freedom: Richard Stallman and the Free

Williams, Sam

9 781449 324643
 AU\$29.95
 NZ\$36.99
O'Reilly

"Free as in Freedom" interweaves biographical snapshots of GNU project founder Richard Stallman with the political, social and economic history of the free software movement. It examines Stallman's unique personality and how that personality has been at turns a driving force and a drawback in terms of the movement's overall success. "Free as in Freedom" looks at how the latest twists and turns in the software marketplace. Will future generations see Stallman as a genius or crackpot? The answer to that question depends partly on which side of the free software debate the reader currently stands and partly upon the reader's own outlook for the future. 100 years from now, when terms such as "computer," "operating system" and perhaps even "software" itself seem hopelessly quaint, will Richard Stallman's particular vision of freedom still resonate.

HB ISBN: 9780596002879

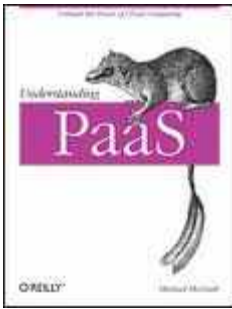


Art of Community

Bacon, Jono

9 781449 312060
 AU\$49.95
 NZ\$65.00
O'Reilly

Online communities offer a wide range of opportunities today for supporting a cause, marketing a product or service, or developing open source software. The Art of Community helps you develop the talents you need to recruit members to your community, and motivate and manage them to become active participants. This expanded edition offers advice for using social networking platforms, organizing summits, and tracking progress on your goals. You'll also benefit from interviews with several community management leaders. Author Jono Bacon offers experiences and observations from his decade-long effort to build and manage communities, including his current position as manager for Ubuntu. Discover how a vibrant community can provide a reliable support network, a valuable source of new ideas, and a powerful marketing force - vital ingredients for any organization or project, particularly when money is tight.



Understanding PaaS

McGrath, Michael



9 781449 323424
 AU\$15.95
 NZ\$19.99
O'Reilly

Cloud computing is the most rapidly growing segment of information technology today. The largest enterprises and the newest start-ups are all working interesting and unique cloud strategies. At the heart of this growth is the newest and most misunderstood segment of cloud computing: Platform as a Service. This book describes how to best utilize PaaS as a way to solve old and new technology problems. Innovation has become a normal part of business and PaaS takes that innovation to the next level by significantly lowering cost, overhead, and maintenance requirements. Information Technology is fun and exciting again, "Understanding PaaS" will show you how to get started.



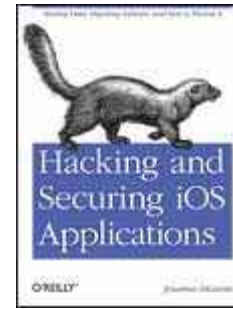
iOS 5 Programming Cookbook

Nahavandipoor, Vanda



9 781449 311438
 AU\$59.95
 NZ\$79.99
O'Reilly

This popular cookbook, thoroughly updated in response to reader requests and new developments in iOS 5, helps you solve the vexing, real-life issues you're likely to face when creating apps for the iPhone, iPad, or iPod Touch. This edition contains more than 100 new recipes, each providing a clear solution and sample code that you can use right away. The focus of this book is to teach you how to write iOS apps, whether they're as simple as a music player or as complex as an app that mixes animations, graphics, multimedia, database, and cloud storage. You'll learn about iCloud, Automatic Reference Counting, storyboarding, Interface Builder, creating ad-hoc and simulator builds, provision profiles, graphics, animations, Grand Central Dispatch, Operations and Operation Queues, threads, timers, audio and video and many other iOS 5 tools and techniques.



Hacking and Securing iOS Applications

Zdziarski, Jonathan



9 781449 318741
 AU\$39.95
 NZ\$49.99
O'Reilly

Based on unique and previously undocumented research, this book by noted iOS expert Jonathan Zdziarski shows the numerous weaknesses that exist in typical iPhone and iPad apps. Zdziarski shows finance companies, large institutions and others where the exploitable flaws lie in their code, and in this book he will show you as well, in a clear, direct, and immediately applicable style. More importantly, this book will teach the reader how to write more secure code to make breaching your applications more difficult. Topics cover manipulating the Objective-C runtime, debugger abuse, hijacking network traffic, implementing encryption, geo-encryption, PKI without depending on certificate authorities, how to detect and prevent debugging, infection testing and class validation, jailbreak detection, and much more. Hacking and Securing iOS Applications teaches corporate developers and penetration testers exactly how to break into the latest versions of Apple's iOS operating system, attack applications, and exploit vulnerabilities, so that they can write more secure applications with what they've learned. With the App Store reaching over a half-million applications, tools that work with personal or confidential data are becoming increasingly popular.



Beginning Android 4 Games Development

Green, Robert et al



9 781430 239871
 AU\$49.95
 NZ\$59.99
APress

Beginning Android 4 Games Development offers everything you need to join the ranks of successful Android game developers. You'll start with game design fundamentals and programming basics, and then progress toward creating your own basic game engine and playable games. This will give you everything you need to branch out and write your own Android games. The potential user base and the wide array of available high-performance devices makes Android an attractive target for aspiring game developers. Do you have an awesome idea for the next break-through mobile gaming title? Beginning Android 4 Games Development will help you kick-start your project.



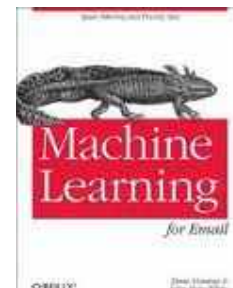
Getting Started with Metro Apps

Dewey, Ben



9 781449 320553
 AU\$19.95
 NZ\$29.99
O'Reilly

Get a head start on creating "Metro"-style apps for the approaching release of Windows 8. If you're new to .NET programming, this introductory guide will quickly get you up to speed on the tools you need to build user interfaces with Microsoft's new design language, code-named Metro. Learn how to use WinRT and the preview version of the upcoming Visual Studio release, and get tips and tricks for having your app published in the Windows Store. Windows 8 brings some dramatic changes to the way users interact with computers and devices, and the Metro design language plays a key role. Whether you're an experienced .NET developer, or build apps with HTML and Javascript, this book gets you in on the ground floor.



Machine Learning for Hackers

Conway, Drew



9 781449 303716
 AU\$49.95
 NZ\$59.99
O'Reilly

Now that storage and collection technologies are cheaper and more precise, methods for extracting relevant information from large datasets is within the reach any experienced programmer willing to crunch data. With this book, you'll learn machine learning and statistics tools in a practical fashion, using black-box solutions and case studies instead of a traditional math-heavy presentation. By exploring each problem in this book in depth - including both viable and hopeless approaches - you'll learn to recognize when your situation closely matches traditional problems. Then you'll discover how to apply classical statistics tools to your problem. Machine Learning for Hackers is ideal for programmers from private, public, and academic sectors.

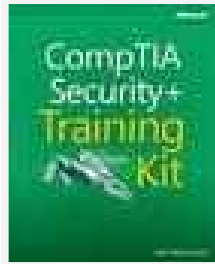


Project Management Competence Profiles, Certification Levels and Functions

Hedeman, Bert

 9 789087 536831
 AU\$65.00
 NZ\$89.99
Van Haren

Developments in the project management field are ongoing. This professional field continuously broadens and becomes profounder. Therefore, IPMA has extended its attention from project management to program management, portfolio management and project support (PMO). This has made manifest the need for a reference model in which the various functions and corresponding competences and the relations between them are presented. Not only for HR managers, but also for project and program managers and PMO heads. In the first edition of this book, attention was given to the regular functions in the project management field, as they are applied in the IPMA 4-level system. With the publication of this second edition, the wish has been realized to make a complete function building for the project management field available. The second edition of this book does justice to PMO professionals needs for recognition and appreciation of their added value for projects, programs and portfolios. This is a publication of IPMA-NL.



CompTIA Security+ Training Kit

Oriyano, Sean-Phillip

 9 780735 664265
 AU\$59.95
 NZ\$75.00
Microsoft Press

Ace your preparation for CompTIA Security+ Exam SY0-301 with this 2-in-1 Training Kit from Microsoft Press(R). Work at your own pace through a series of lessons and practical exercises, and then assess your skills with the online practice test - featuring multiple, customizable testing options to meet your specific needs. Maximize your performance on the exam by learning to: * Network Security * Compliance and Operational Security * Threats and Vulnerabilities * Application, Data, and Host Security * Access Control and Identity Management * Cryptography



TOGAF Version 9.1

Open Group

 9 789087 536794
 AU\$140.00
 NZ\$180.00
Van Haren

TOGAF is a framework - a detailed method and a set of supporting tools - for developing an enterprise architecture, developed by members of The Open Group Architecture Forum. TOGAF Version 9.1 is a maintenance update to TOGAF 9, addressing comments raised since the introduction of TOGAF 9 in 2009. It retains the major features and structure of TOGAF 9, thereby preserving existing investment in TOGAF, and adds further detail and clarification to what is already proven. It may be used freely by any organization wishing to develop an enterprise architecture for use within that organization (subject to the Conditions of Use)



TOGAF Version 9.1 a Pocket Guide

Josey, Andrew

 9 789087 536787
 AU\$49.95
 NZ\$59.99
Van Haren

This is the official Open Group Pocket Guide for TOGAF Version 9.1 and is published by Van Haren Publishing on behalf of The Open Group. TOGAF, an Open Group Standard, is a proven enterprise architecture methodology and framework used by the world's leading organizations to improve business efficiency. It is the most prominent and reliable enterprise architecture standard, ensuring consistent standards, methods, and communication among enterprise architecture professionals. Enterprise architecture professionals fluent in TOGAF standards enjoy greater industry credibility, job effectiveness, and career opportunities. TOGAF helps practitioners avoid being locked into proprietary methods, utilize resources more efficiently and effectively, and realize a greater return on investment.



TOGAF 9 Foundation Study Guide: Preparation for the TOGAF 9 Part 1 Exam

Harrison, Rachel

 9 789087 536817
 AU\$95.00
 NZ\$120.00
Van Haren

This title is a Study Guide for TOGAF 9 Foundation. It gives an overview of every learning objective for the TOGAF 9 Foundation Syllabus and in-depth coverage on preparing and taking the TOGAF 9 Part 1 Examination. It is specifically designed to help individuals prepare for certification. This Study Guide is excellent material for: a) Individuals who require a basic understanding of TOGAF 9 b) Professionals who are working in roles associated with an architecture project such as those responsible for planning, execution, development, delivery, and operation c) Architects who are looking for a first introduction to TOGAF 9 d) Architects who want to achieve Level 2 certification in a stepwise manner and have not previously qualified as TOGAF 8 Certified



TOGAF 9 Certified Study Guide: Preparation for the TOGAF 9 Part 2

Harrison, Rachel

 9 789087 536800
 AU\$95.00
 NZ\$120.00
Van Haren

The TOGAF 9 certification program is a knowledge-based certification program. It has two levels, leading to certification for TOGAF 9 Foundation and TOGAF 9 Certified, respectively. The purpose of certification to TOGAF 9 Certified is to provide validation that, in addition to the knowledge and comprehension of TOGAF 9 Foundation level, the Candidate is able to analyze and apply this knowledge. The learning objectives at this level therefore focus on application and analysis in addition to knowledge and comprehension. This Study Guide supports students in preparation for the TOGAF 9 Part 2 Examination, leading to TOGAF 9 Certified.



SQL Server 2012 Query Performance Tuning

Fritchey, Grant



9 781430 242031
 AU\$69.95
 NZ\$89.99
O'Reilly

Queries not running fast enough? Tired of the phone calls from frustrated users? Grant Fritchey's book SQL Server 2012 Query Performance Tuning is the answer to your SQL Server query performance problems. The book is revised to cover the very latest in performance optimization features and techniques. It is current with SQL Server 2012. It provides the tools you need to approach your queries with performance in mind. SQL Server 2012 Query Performance Tuning leads you through understanding the causes of poor performance, how to identify them, and how to fix them. You'll learn to be proactive in establishing performance baselines using tools like Performance Monitor and Extended Events. You'll learn to recognize bottlenecks and defuse them before the phone rings. You'll learn some quick solutions too, but emphasis is on designing for performance and getting it right, and upon heading off trouble before it occurs. Delight your users. Silence that ringing phone. Put the principles and lessons from SQL Server 2012 Query Performance Tuning into practice today.



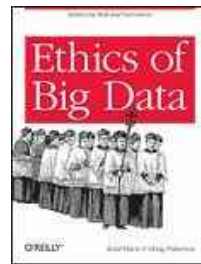
SSIS Design Patterns

Leonard, Andy



9 781430 237716
 AU\$59.95
 NZ\$75.00
O'Reilly

SSIS Design Patterns is a book of recipes for SQL Server Integration Services (SSIS). Design patterns in the book show how to solve common problems encountered when developing data integration solutions. Because you do not have to build the code from scratch each time, using design patterns improves your efficiency as an SSIS developer. In SSIS Design Patterns, we take you through several of these snippets in detail, providing the technical details of the resolution. SSIS Design Patterns does not focus on the problems to be solved; instead, the book delves into why particular problems should be solved in certain ways. You'll learn more about SSIS as a result, and you'll learn by practical example. Where appropriate, SSIS Design Patterns provides examples of alternative patterns and discusses when and where they should be used. Highlights of the book include sections on ETL Instrumentation, SSIS Frameworks, and Dependency Services.



Ethics of Big Data

Davis, Kord



9 781449 311797
 AU\$27.95
 NZ\$42.99
O'Reilly

This book contains a framework for productive discussion and thinking about ethics and Big Data in business environments. With the increasing size and scope of information that Big Data technologies can provide business, maintaining an ethical practice benefits from a common framework of understanding and vocabulary for discussing questions about coherent and consistent practices. A framework provides you with a set of conceptual terms and tools that help decision-makers to engage difficult questions the expanding role Big Data plays in an increasing variety of products and services. The approach is to develop a set of terms and concepts, consider ethical principles useful in meaningful business discussions, and then explore and compare several overall views on data handling to help inform the development of an ethics-based data strategy. The focus is to enhance effective decision-making in business rather than legislate what ought to be done with data. In this book, you will learn methods and techniques to facilitate rigorous, productive internal discussion, and express coherent and consistent positions on your organization's perspective on the use of Big Data in commerce.



Environmental Monitoring with Arduino

Gertz, Emily



9 781449 310561
 AU\$9.95
 NZ\$16.99
O'Reilly

This book teaches anyone to build simple, usable devices to gather data about different conditions in the environment, by using Arduinos and basic DIY electronics. Each chapter briefly explains a particular environmental problem, and features step-by-step instructions to build the appropriate monitoring device.



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