P. Chaturvedi
Beginning Android Database Development

Mobile devices are pervasive and being used by millions of people around the globe. Developing data driven apps on such devices add tremendous value to the usefulness of devices like smartphones and tablets. This was recognized from the very beginning in developing the Android platform. As such, the Android SDK has excellent support and APIs for developing data driven apps, including use and integration with SQLite. Beginning Android Database Development teaches you how to take advantage of Android database concepts and techniques including primarily SQLite, as well as your NoSQL options including CouchDB and MongoDB, so you can write powerful data-driven apps.

Feature
• Aims to be "complete" and most contemporary Android database programming book. It covers SQLite thoroughly and includes some coverage of NoSQL like MongoDB and CouchDB, unlike the competitors out in book market. A unique handbook for real beginners new to Android and business/utility apps development - covering both smartphones and tablet app scenarios. Android ranks highly as a tech meme in Safari and other book databases; so does database tech meme.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

O. Cinar
Learn C++ for Android Development

If you’re new to C++ but understand some basic programming, then Learn C++ for Android Development lays the foundation for the C++ language and API fundamentals that you’ll need in order to later learn and build apps, especially game apps, using the powerful Android NDK (Native Development Kit), which is based on C++. The Android Platform is one of today’s two most popular mobile apps development platforms. It consists of mostly Java APIs. However, as fine as Java is as a platform in the Android SDK, C++ really lets you take your Android apps, and especially games, much further. Game apps using C++ become much more robust, better looking, more dynamic and better performing. C++ based Android apps are the sophisticated apps people are more willing to like and download from the Amazon Appstore or Google Play.

Feature
• A first book on C++ skills accumulation of its kind for Android app developers, especially game app builders. An Apress Learn C++ for Android Development to go with other established strong to best selling Apress Learn books. Learn Java for Android, Learn C on the Mac, Learn Objective-C on the Mac are examples of other strong selling Learn Apress books. Game Development has been observed as by far the most popular Android app building activity, much of it now creating demand for C++ books in Android.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

V. Crabb, P. Membrey
Beginning FPGA: Programming Metal

Your brain on hardware

If you’ve already tinkered a bit with Arduino or Raspberry Pi, and you want to get more hands-on with hardware, or even if you’re completely new to electronics and you just want to dive in, then Beginning FPGA is the book you need. You don’t need an electronics engineering degree or even any programming experience to get the most out of Beginning FPGA. Just bring your curiosity and your FPGA. In this book, you’ll be using the MicroNova Mercury, a very affordable and board-friendly FPGA development board. FPGA stands for Field-Programmable Gate Array. It’s an integrated circuit waiting for you to tell it what to become. Unlike a microcontroller board like the Arduino, you don’t really “program” an FPGA and tell it what to do; instead you use a hardware description language to tell it what to be. And what can it be? It can be just about anything you can imagine! In this book you’ll use it to create a pressure sensor, an air quality sensor, and just for fun, the KITT car display from Knight Rider (or Cylon eyes if you prefer to think of it that way). You’ll also learn how to make your FPGA talk to a Raspberry Pi. Along the way, you’ll learn the theory behind FPGAs and electronics, including the math and logic you need to understand what’s happening - all explained in a fun, friendly, and accessible way.

Feature
• Accessible and friendly beginner’s guide to FPGA for electronics hobbyists. No experience required. Uses an inexpensive but highly configurable FPGA board as a basis for hands-on projects with step-by-step instruction.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
S. Cummins

Pro SharePoint Disaster Recovery and High Availability

Few IT professionals take the time to learn what needs to be known to do disaster recovery well. Most labor under the pretense that good administration equals close to five-nines uptime. Most technical people do not see the value of planning for disasters until the unexpected has already happened, and the effects of a disaster involving a SharePoint farm – which today houses business information, line-of-business applications, sensitive information, extranets, and other highly important assets – can be staggering. Pro SharePoint Disaster Recovery and High Availability, Second Edition will take you through a step-by-step process to show how to build an awareness and reaction plan for the inevitable. With a focus on real-world experiences and war stories, author Stephen Cummins weaves an expert tale of woe response and offers you: Ways to see the warning signs of disaster, and ways to avoid it Ways to respond to a disaster while it is happening Perhaps most importantly, how to develop a plan to deal with disaster when it inevitably does happen

Feature

► Focuses equally on disaster prevention and then disaster response Includes war stories and field-hardened advice from a seasoned SharePoint consultant Includes coverage of cloud computing and cloud availability, an area untouched by other disaster recovery/high availability titles

Fields of interest

Computer Science, general; Information Systems and Communication Service

Target groups

Popular/general

Product category

Professional book

J. Daiathankar, T. Pandit

Transportation Management with SAP TM 9

A hands on guide to configuring, implementing, and optimizing SAP TM

The implementation of a TMS solution is a highly complex and mission critical project. If executed correctly a good TMS can deliver a number of benefits to the organization in terms of optimization, greater efficiency, reduced errors and improved revenue through accurate invoicing. However a number of projects fail to realize these benefits for a host of reasons such as an incorrect product selection, over customization of the system and lack of detailed processes. The evaluation and selection of the right transportation management system is a very critical step in the successful implementation of a TMS product as well as ensuring that the organization is able to realize the benefits expected from the system. Transportation Management with SAP TM 9 is a guide for CIO/CXOs evaluating options for various transportation management solutions available in the market and helps inappropriate decision making before committing investment.

Feature

► Step by step configuration and implementation guide for SAP TM v9 Detailed coverage of Air freight processes Written by experts from transportation industry and SAP experts Guide for SAP TM implementation /roll-out /AMS consultants Reference book for SAP TM purchase organization /decision makers & pre-sales team Combination of product and process know-how Detailed overview of the SAP TM product landscape

Field of interest

The Computer Industry

Target groups

Popular/general

Product category

Professional book

K. Frost

.NET Line of Business Application Development

.NET enterprise development has never been more challenging or had greater potential rewards than today. The number and type of client devices for your enterprise software is increasing rapidly and the need for rich applications that can reach across the boundaries of format and platform to achieve corporate goals has never been stronger. As .NET Line of Business Application Development will show you, the .NET Framework is more-ethan capable of meeting this challenge. You can continue to develop your key business logic using C# within the .NET framework. It does not need to be abandoned in pursuit of interoperability. You will learn how clear architectural thinking coupled with the use of mainstream .NET technologies such as WCF, ASP.NET and XAML allows you to make rich content available on devices as diverse as desktop PCs and non-Windows smart phones while your underlying code-base remains unchanged. Starting from first principals, you will see how a robust n-tier design can be constructed that will future-proof your business logic and allow you to deliver rich applications in a wide variety of formats to any client device that’s ready to consume them, allowing your company to compete strongly in the modern world.

Feature

► Shows readers how to build .NET-based architectures that can be consumed from any device including iPhone and Windows 8. Emphasizes how WCF and Portable Class Libraries can be used as the engine of modern multi-device application designs. Provides readers with a complete working architecture that can be used as a base for their own applications.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book
T. Grohser

**Expert SQL Server Performance Engineering**

Expert SQL Server Performance Engineering is a practical book with collected knowledge from more than a decade of SQL Server performance engineering and benchmarking that explains how to architect, design, build, and configure SQL Server Infrastructure, starting at the core with CPU and memory and going all the way to I/O and storage. The book explains available modern hardware in a vendor independent way, shows how to monitor and compare performance, helps you to configure SQL Server options and select hardware. It shows practical examples for all kinds of workloads and server sizes. It also provides in-depth information on topics like future expandability of systems and solid state storage devices. There are many books out there that approach performance issues from the query and index optimization point of view. What if your queries are already optimized? Expert SQL Server Performance Engineering starts on the other end of the performance management spectrum and provides in-depth information on how to get the most (and in some cases the last bit of) performance out of your existing or future SQL Server infrastructure. Shows how to compare, benchmark, and select server and storage hardware. Provides insight on garnering every last bit of performance from your system.

**Features**

- First book entirely dedicated to creating and optimizing the database hardware environment
- Does not rehash query optimization and other topics already covered in existing books
- Broadens the audience include system engineers and storage engineers, as well as database administrators

**Field of interest**

Database Management

**Target groups**

Popular/general

**Product category**

Professional book

M. Halsey

**Beginning Windows 8.1**

Windows 8 has been described by Microsoft as its boldest Windows release ever and the 8.1 update enhances the paradigm further. Beginning Windows 8.1 takes you through the new features and helps you get more out of the familiar to reveal the fullest possibilities for this amazing new operating system. You will learn, with non-technical language used throughout, how to get up and running in the new Windows interface, minimize downtime, maximize productivity, and harness the features you never knew existed to take control of your computer and enjoy the peace of mind and excitement that comes with it. From tips and tweaks to easy-to-follow guides and detailed descriptions, this book takes you inside Windows 8.1 to discover the true power and flexibility that lies within, and guides you at your own pace through getting the very best from it.

**Feature**

- Get started with Windows 8.1, and personalize and configure it to your needs
- Maximize your productivity and enhance your enjoyment when using your PC
- Learn and master advanced skills that will help you keep your computer running smoothly and trouble-free

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

D. T. Havard

**Argus Developer in Practice**

Real Estate Development Modeling in the Real World

This book is a practical guide to using Argus Developer, the world’s most widely used real estate development feasibility modeling software. Using practical examples and many case studies, it takes readers beyond the basic training Argus provides in-depth knowledge required to analyze potential real estate deals and help ensure a profitable development. Argus Developer in Practice fills an important gap in the market. Argus Developer, and its predecessor Circle Developer, has long had a dominant position as the primary real estate development appraisal tool. It is used all over the world, including North America, the UK and Europe, the Middle East, Asia, and Australasia, on a variety of projects from simple residential schemes to huge and complex master planned, mixed-use commercial, residential, and leisure projects. It is also used on “refurbs”—taking an existing building or complex and upgrading it or turning it into something entirely different.

**Feature**

- First “missing manual” for Argus Developer—case studies show readers how to analyze a development, something Argus manuals don’t do.

Argus Developer is by far the leading program for real estate developers worldwide. The book is an education in real estate finance as well as the program. Author teaches seminars and consults with people using the program—back of room sales likely. Author has three other books on real estate development possibility that Argus gets behind the project. The book will contain dozens of screen-shots to explain both features of the program as well as practical applications.

**Field of interest**

The Computer Industry

**Target groups**

Popular/general

**Product category**

Professional book
C. Ho, R. Harrop, C. Schaefer

Pro Spring

The agile, lightweight, open-source Spring Framework continues to be the de facto leading enterprise Java application development framework for today’s Java programmers and developers. It works with other leading open-source, agile and lightweight Java technologies like Hibernate, Groovy, MyBatis, and more. Spring now also works with Java EE and JPA 2 as well. Pro Spring updates the bestselling Pro Spring with the latest that the Spring Framework has to offer: version 4. This book, in its fourth edition, is by far the most comprehensive and definitive Spring book available, thoroughly exploring the power of Spring. With Pro Spring, you’ll learn Spring basics and core topics, and gain access to the authors’ insights and real world experiences with remoting, Hibernate, and EJB. Beyond the basics, you’ll learn how to leverage the Spring Framework to build various tiers or parts of an enterprise Java application like transactions, the web and presentations tiers, deployment, and much more. A full sample application allows you to apply many of the technologies and techniques covered in this book and see how they work together. After reading this definitive book, you’ll be armed with the power of Spring to build complex Spring applications, top to bottom.

Features
► Aims to update an industry best seller or strong selling book on Spring Framework ► Aims to be day and on upcoming new Spring Framework v4  ► Spring Framework has at least 4-5 Million install base of Java and enterprise developers.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

R. Janson

Beginning Java with WebSphere

Java and WebSphere provide a solid base for developing large-enterprise applications. However, the training materials available often assume knowledge of object-oriented programming and system design. Beginning Java with WebSphere fills that gap by providing a step-by-step guide for creating and installing both client- and server-based Java applications using Rapid Application Development v8, WebSphere Application Server 8.0, and Java. Since more and more Java applications are moving to the server and using HTML for the user interface, there is a minimal amount of time spent exploring the Java GUI components. For the same reason, applets are almost completely ignored and AWT was chosen over Swing because of its ease of use. In addition, the detailed explanation of reference variables is delayed until Chapter 5 so that the student may get comfortable with the Java syntax and the RAD environment. More specifically, this book covers graphical user interfaces using RAD’s Visual Editor, variables, conditional logic, and application improvements/enhancements from the client side. And, from the server-side, this book covers servlets, JavaServer Pages (JSPs), database accessibility (JDBC), custom tags, and concludes with JavaServer Faces (JSFs). Some Java purists may decry the omitted detail on certain topics (static vs.

Feature
► Unique contemporary tutorial or beginning level book on Java and WebSphere for market. Short Discount, High Price point margin book in very relevant Java meme for Safari and other eBook databases. Some trade sales potential as well using Sell Likes above.

Fields of interest
Computer Science, general; Computer Appl. in Administrative Data Processing

Target groups
Popular/general

Product category
Professional book

S. Krum, B. Kero, W. Van Hevelingen

Beginning Puppet

Beginning Puppet teaches Linux, Unix and even Windows system admins like you how to learn, use and deploy the new Puppet 3.0 in your environment. Puppet is the fastest growing and most powerful configuration management system on the planet. This book will summarize what you need to know at a top level, then dive right into learn-by-example Puppet coding. We’ll examine real world deployment scenarios and best practices, and to get to use newer Puppet features such as Hiera and puppetdb. You’ll learning about using Puppet with developer tools like Git and other external resources You’ll see examples of Puppet usage for Linux, Unix, and even Windows You’ll see real-world examples that you can put to work right away.

Feature
► This book aims to be first general introduction or tutorial on Puppet for today’s system administrators. This book aims to be contemporary and most relevant on Puppet 3 while many of the books out there on Puppet are getting quite dated or stale. The most recent book written on Puppet (excluding Dan Bode’s book on Types and Providers) was in 2011. Since then the introduction of Hiera and the feature breaking changes in Puppet 3 have changed the face of what a Puppet installation looks like. These changes have not been documented in print. There is a growing market of system administrators who want to start using Puppet and who are willing to buy/read a book on how to do it. There is also a secondary audience of people familiar with Puppet confused about how to upgrade to Puppet 3 or how to start using hiera, for whom a beginner introduction wouldn’t be a valuable resource.

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
**iPhone and iPad Apps for Absolute Beginners**

So how do you build an application for the iPhone and iPad? Don’t you need to spend years learning complicated programming languages? What about Objective-C and Cocoa touch? The answer is that you don’t need to know any of those things! Anybody can start building simple apps for the iPhone and iPad, and this book will show you how. This update of an Apress bestseller walks you through creating your first app, using plain English and practical examples using the latest iOS software development platform and more. It cuts through the fog of jargon and misinformation that surrounds iPhone and iPad app development, and gives you simple, step-by-step instructions to get you started. Teaches iPhone and iPad apps development in language anyone can understand. Provides simple, step-by-step examples that make learning easy, using latest iOS SDK. Offers bonus videos from the author that enable you to follow along – it’s like your own private classroom. The iPhone is the hottest gadget of our generation, and much of its success has been fueled by the App Store. Apple’s online marketplace for iPhone apps. Over 1 billion apps were downloaded during the nine months following the launch of the App Store, ranging from the simplest games to the most complex business apps. Everyone has an idea for the next bestselling iPhone app – that’s why you’re reading this now! And with the popularity of the iPad, this demand will just continue to grow.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book

---

**Pro Oracle SQL**

Pro Oracle SQL, Second Edition unlocks the power of SQL in the Oracle database – one of the most potent SQL implementations on the market today. To master it requires a multi-pronged approach: learn the language features, learn how and why the language features work, learn the supporting features that Oracle provides to help use the language effectively, and learn to think and work in sets. Karen Morton has updated the content for Oracle version 12c and helps you master powerful aspects of Oracle SQL from the inside-out. You’ll learn analytic functions, the MODEL clause, and advanced grouping syntax – features that will help in creating good queries for reporting and business intelligence applications. Pro Oracle SQL, Second Edition also helps you minimize parsing overhead, read execution plans, test for correct results, understand performance management, and exert control over SQL execution in your database. You’ll learn when to create indexes, how to verify that they make a difference, how to use SQL Baselines and Profiles to optimize and stabilize SQL execution plans, and much more. You’ll also understand how SQL is optimized for working in sets, and that the key to getting accurate results lies in making sure that queries ask clear and precise questions. What’s the bottom-line?

**Feature**

- Authors are highly-visible in their field. Title is endorsed by the OakTable Network Book will be promoted in conference sessions, blog entries, training courses, and more

**Fields of interest**

Computer Science, general; Database Management

**Target groups**

Popular/general

**Product category**

Professional book

---

**Beginning JavaScript Charts**

With jqPlot, d3, and Highcharts

Beginning JavaScript Charts shows how to convert your data into eye-catching, innovative, animated, and highly interactive browser-based charts. This book is suitable for developers of all experience levels and needs: for those who love fast and effective solutions, you can use the jqPlot library to generate charts with amazing effects and animations using only a few lines of code; if you want more power and need to create data visualization beyond traditional charts, then D3 is the JavaScript library for you; finally, if you need a high-performance, professional solution for interactive charts, then the Highcharts library is also covered. If you are an experienced developer and want to take things further, then Beginning JavaScript Charts also shows you how to develop your own graphics library starting from scratch using jQuery. At the end of the book, you will have a good knowledge of all the elements needed to manage data from every possible source, from high-end scientific instruments to Arduino boards, from PHP SQL databases queries to simple HTML tables, and from Matlab calculations to reports in Excel. You will be able to provide cutting-edge charts exploiting the growing power of modern browsers.

**Feature**

- Showcases what’s possible using modern web technologies. Promotes developing of charts with more direct understanding of their meaning. Promotes technologies which make sites more attractive to potential users.

**Field of interest**

Computer Science, general

**Target groups**

Popular/general

**Product category**

Professional book
J. Noble, R. Wilson, R. Baker

**Designing Enterprise Software**

Enterprise software systems are notoriously antiquated and hard to use. While consumer-driven applications have evolved to be more user-centric, enterprise software systems – including ERP, CRM, supply chain management, network management, project management, BI, and domain-specific information management in fields such as accounting, HR, and legal – have remained rooted in an HCI mindset the rest of the industry left behind a decade ago. Why do enterprise product management, development, and design teams persist in producing clunky overpriced software systems that frustrate enterprise users accustomed to the elegant UI of “free” consumer apps and that incur huge hidden costs in lost productivity and training and support time? Legacy inertia, organizational silos, and risk aversion – all have combined to make the code bases of mature enterprises a mess of “spaghetti” code and stateless protocols. Usability, learnability, and efficiency are no longer optional in enterprise software.

**Feature**
- Caters to strong industry interest in improving enterprise software in order to enhance ROI, productivity, training, efficiency, retention, etc.
- Focuses on a different market (enterprise instead of consumer) than other UX design books
- Covers wide range of design topics of interest to a large cast of corporate actors.

**Fields of interest**
Computer Science, general; Special Purpose and Application-Based Systems

**Target groups**
Popular/general

**Product category**
Professional book

N. Ooley

**Beginning iCloud Development**

Build Data-Driven Cloud Apps for iOS

Beginning iOS Cloud and Database Development gets you started with building apps for or that use Apple’s iCloud. You’ll learn the techniques which will enable you to devise and create iOS apps that can interact with iCloud servers. From the basics up, you’ll progressively learn how to configure your app for iCloud, upload and download files, implement revisions, add conflict resolution policies, and work with custom documents. There’s more! You’ll learn how to integrate iCloud with Core Data based applications. Besides technical advice, you’ll find suggestions and best practices to design the interaction of iClouddriven applications. According to many industry sources, analysts, and shows, Apple will rely more and more on iCloud or web apps in the cloud to store and stream data-intensive media and other kinds of apps. As the majority of apps use some sort of data – and that only will grow as apps become more complex with rich and streaming media – this book shows developers how to create apps for iCloud, Apple’s new cloud computing storage and data service.

**Feature**
- Aims to be first introduction to iCloud or iOS cloud computing development. According to many sources, analysts, shows - Apple will rely more and more on iCloud or Web Apps in the Cloud to store and stream data intensive media and other kinds of apps. The author is an iOS and data expert and is now working to develop the next gen apps that work or will work with iCloud.
- iPhone iPad apps are still key leading tech and book markets.

**Fields of interest**
Computer Science, general; Database Management

**Target groups**
Popular/general

**Product category**
Professional book

G. PV

**ARM Architecture**

System on Chip and More

ARM Architecture is designed in such a way that even readers with a basic understanding of microprocessors can learn and understand the concepts with ease. This book addresses the concerns of software developers, system designers, and hardware engineers focusing on development of drivers, software, and hardware components in a closely-knit fashion to avoid compatibility issues. ARM Architecture guides engineers through the workings of an ARM in system on chip (SOC) via an example driven systematic process. It also elucidates on data flow between peripherals and ARM in SOC, drivers and the programming of hardware peripherals through multiple illustrations. The book teaches thereader programming the ARM chip in both C and assembly language with the help of multiple examples. It helps the reader learn peripheral programming, which is necessary for firmware development for embedded systems and software. It also teaches the reader how to program a system on chip.

**Features**
- Topics are explained with illustrative examples
- Overview of AMBA bus is covered, which helps the reader to understand the functioning of SOC
- Easy understanding for those who are migrating from 8 bit micro-controller to ARM
- Basic drivers for the peripherals of SOC
- Architecture explanation covers all the blocks in different versions
- Architecture Blocks are explained separately which helps the reader to understand the core blocks easily

**Field of interest**
Computer Science, general

**Target groups**
Popular/general

**Product category**
Professional book

---

**Apress**

**Due December 2013**

2013. 320 p. Softcover
- $49.99
  ISBN 978-1-4302-5767-7

**Apress**

**Due January 2014**

2013. 150 p. Softcover
- $39.99
  ISBN 978-1-4302-4113-3

**Apress**

**Due December 2013**

2013. 300 p. Softcover
- $89.99
R. Rosen

Linux Kernel Networking

Implementation and Theory

Linux Kernel Networking takes you on a guided in-depth tour of the current Linux networking implementation and the theory behind it. Linux kernel networking is a complex topic, so the book won’t burden you with topics not directly related to networking. This book will also not overload you with cumbersome line-by-line code walkthroughs not directly related to what you’re searching for; you’ll find just what you need, with in-depth explanations in each chapter and a quick reference at the end of each chapter. Linux Kernel Networking is the only up-to-date reference guide to understanding how networking is implemented in the latest version of the Linux kernel, and it will be indispensable in years to come since so many devices now use Linux or operating systems based on Linux, like Android, and since Linux is so prevalent in the datacenter arena, including Linux-based virtualization technologies like Xen.

Features

➤ The only in-depth and up-to-date reference guide to Linux kernel networking ➤ Covers topics like IPv6 and wireless not found in competing books ➤ Written by Linux kernel networking expert Rami Rosen

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book

D. Rubio, J. Long, G. Mak

Spring Recipes

A Problem-Solution Approach

With over 5 million users/developers, Spring Framework is the leading “out of the box” Java framework. Spring addresses and offers simple solutions for most aspects of your Java/JEE application development, and guides you to use industry best practices to design and implement your applications. Spring Recipes: A Problem-Solution Approach, Third Edition continues upon the bestselling success of the previous editions but focuses on the latest Spring Framework features for building enterprise Java applications. This book provides elementary to advanced code recipes to account for the following, found in the latest Spring: ➤ Spring fundamentals: Spring IoC container, Spring AOP/AspectJ, and more ➤ Spring enterprise: Spring Java EE integration, Spring Integration, Spring Batch, J BPM with Spring, Spring Remoting, messaging, transactions, scaling using Terracotta and GridGrain, and working with Big Data and Cloud using integrating Hadoop and MongoDB. ➤ Spring web: Spring MVC, Spring Web Flow, Spring Roo, other dynamic scripting, integration with popular Grails Framework (and Groovy), Spring Roo, REST/web services, and more. This book guides you step by step through topics using complete and real-world code examples.

Feature

➤ Aims to update a strong selling book, and second best selling Spring book at Apress This book will be definitive as it is tech reviewed by SpringSource. Spring Recipes is a valuable and unique code reference for today’s enterprise Java developers using the Spring Framework. Spring Framework is used by 5 million Java developers.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book

B. Sam-Bodden

Pro Rails 4

Pro Rails 4 is written by practicing professional Web developers who develop with and use the popular Rails framework. This book is an advanced tutorial and reference on how to fully leverage the Rails framework for more easily and quickly building Web applications, while building them right. This book includes coverage of the following: ➤ Behavior and Test Driven Development fundamentals (BDD/TDD) will drive every explanation when possible ➤ Liberal use of the Rails Console to explore and learn ➤ Each chapter should have a side bar on “how it works under the covers” After reading and using this book, Web developers come away knowing that their Web applications will be solid using Rails in addition to just getting the job done quickly.

Feature

➤ This book deals with best practices and the “right way” of using Rails 4, the most popular Ruby language framework. One of the first books on Rails 4 due out later in 2013: A day and date type book. This book will be tech reviewed by 2 key members from the open source Rails community. Rails is one of the leading popular frameworks used in Web development.

Field of interest

Computer Science, general

Target groups

Popular/general

Product category

Professional book
J. Stirrup
Pro Data Visualization with Microsoft Business Intelligence

Pro Data Visualization with Microsoft Business Intelligence is a user-focused book, helping you understand the latest thinking behind data visualization. You’ll learn to apply visualization principles to your own data using Microsoft’s business intelligence applications. By applying the appropriate data visualization techniques to your data, you can comfortably go beyond the wizards in the suite of data visualization applications available from Microsoft—applications such as Project Crescent, SQL Server Reporting Services, and PowerPivot. You’ll gain the skills to apply data visualization principles in transforming your business data to business intelligence. Presents the latest research findings on data visualization principles to practice. Teaches how to apply data visualization specifically in Microsoft’s business intelligence applications, such as Project Crescent, PowerPivot, and Reporting Services.

Feature
- Specifically serves readers using Microsoft’s BI tools—only book to do so
- Provides a play into the market being created by new Microsoft tools such as PowerPivot and Project Crescent
- Author is an active blogger and presenter on data visualization

Fields of interest
- Computer Science, general; Data Mining and Knowledge Discovery

Target groups
- Popular/general

Product category
- Professional book

J. Sumpter
Learn Unity for Android Game Development

Learn Unity for Android Game Development is a beginners guide to learning how to build games on the Android platform using the Unity game studio, one of the most popular if not the most popular game development platforms out there, at least among today’s mobile app developers. This book walks you through the details of getting started with Unity when focusing on Android development and provides you the basic framework for building great Android game apps. You’ll create several basic games that are similar to popular games in the app stores today. First, you’ll setup Unity for Android development, then get a general overview of the Unity editor and its features. This book offers a basic understanding of physics and controls and review the impacts of deploying to the most popular Android devices including Nook, Kindle Fire, Samsung Galaxy and Google Nexus. And, this book offers information on monetization and marketing of the games once they are created.

Features
- Aims to be first Android focused Unity book to market
- Should sell in the range of 5000
- Aims to be first Android focused Unity book to market
- Should sell in the range of 5000
- Unity has about 1.5 Million and growing installbase, and according to Unity... iOS and Android using Unity is hottest atm

Field of interest
- Computer Science, general

Target groups
- Popular/general

Product category
- Professional book

A. Telfer
iOS Game App Design

Create Great Games by Better Design

The most successful iOS games for iPhone and iPad are the ones with the backbone of a great game design behind them, and that are designed for the mobile experience. From designing your stories, plots, and game controls, through to clever interface design, this 80-page book shows you how to make great games by skillful design. The App Store is a beast that is getting tougher and tougher to crack. Larger and larger budgets are creeping in, and it is harder then ever to build the next Angry Birds. It seems like everyone is trying to build that next big thing. But who is really winning? The games that are winning aren’t the prettiest. They don’t have the most usable interfaces. They aren’t always bug or crash free. They don’t seem to be doing anything by the book when it comes to great game creation. This book show you how to win through skillful designs for your Apps. The winners on the App Store aren’t necessarily the ones with the biggest budget, the most experienced designers, or the most captivating art. It’s the games with the backbone of a great game design that is built for the mobile experience. Small design decisions (device orientations, button placement, tap and hold controls) have a huge impact on the final success of the game.

Feature
- Aims to be one of the first design-centric iOS game book for game and app designers/developers
- Design is just as important as programming, but still mostly overlooked in the book market
- Very hands-on practical book that app designers and developers can take away from for their own efforts
- iPhone, iPad apps and game development remain key and technical book markets

Field of interest
- User Interfaces and Human Computer Interaction

Target groups
- Popular/general

Product category
- Professional book
A. Thorn

Learn Unity for 2D Game Development

2D games are everywhere, from mobile devices and websites to game consoles and PCs. Timeless and popular, 2D games represent a substantial segment of the games market. In Learn Unity for 2D Game Development, targeted at both game development newcomers and established developers, experienced game developer Alan Thorn shows you how to use the powerful Unity engine to create fun and imaginative 2D games. Written in clear and accessible language, Learn Unity for 2D Game Development will show you how to set up a step-by-step 2D workflow in Unity, how to build and import textures, how to configure and work with cameras, how to establish pixel-perfect ratios, and all of this so you can put that infrastructure to work in a real, playable game. Then the final chapters show you how to put what you’ve already made to work in creating a card-matching game, plus you’ll learn how to optimize your game for mobile devices.

Feature
► The only Unity book specifically covering 2D game development Written by Alan Thorn, experience game developer and author of seven books on game programming Hands-on examples of all major aspects of 2D game development using Unity

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

A. West

Practical PHP and MySQL Website Databases
A Simplified Approach

Practical PHP and MySQL Website Databases is a project-oriented book that demystifies building interactive, database-driven websites. The focus is on getting you up and running as quickly as possible. In the first two chapters you will set up your development and testing environment, and then build your first PHP and MySQL database-driven website. You will then increase its sophistication, security, and functionality throughout the course of the book. The PHP required is taught in context within each project so you can quickly learn how PHP integrates with MySQL to create powerful database-driven websites. Each project is fully illustrated, so you will see clearly what you are building as you create your own database-driven website. You will build a form for registering users, and then build an interface so that an administrator can view and administer the user database. You will create a message board for users and a method for emailing them. You will also learn the best practices for ensuring that your website databases are secure. Later chapters describe how to create a blog, a product catalog, and a simple e-commerce site. You will also discover how to migrate a database to a remote host.

Features
► Practical PHP and MySQL Website Databases demystifies the MySQL method of creating databases and interactive web pages ► Each chapter contains practical projects for embedding database interactivity into web pages ► The book includes a full description of how to migrate a database to an external host, an important subject that cannot be found in other manuals

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

D. Wooldridge, T. Pierce

The Business of iOS App Development
For iPhone, iPad and iPod touch

The phenomenal success of the iPhone, iPad and the iPod touch has ushered in a “gold rush” for developers, but with well over 300,000 apps in the highly competitive App Store, it has become increasingly difficult for new apps to stand out in the crowd. Achieving consumer awareness and sales longevity for your iOS app requires a lot of organization and some strategic planning. Updated and expanded for iOS 4, this bestselling book will show you how to incorporate marketing and business savvy into every aspect of the design and development process, giving your app the best possible chance of succeeding in the App Store. The Business of iPhone and iPad App Development was written by experienced developers with business backgrounds, taking you step-by-step through cost effective marketing techniques that have proven successful for professional iOS app creators – perfect for independent developers on shoestring budgets. No prior business knowledge is required. This is the book you wish you had read before you launched your first app!

Features
► Aims to update a strong selling business book for indie iOS coders and developers ► Written by Dave Wooldridge originally and is updated by another indie appreneur Taylor Pierce ► iOS app development remains the top mobile platform that monetizes the most for today’s app developers

Field of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book
P. Wright

Protecting Oracle Database 12c

Protecting Oracle Database 12c helps you solve the problem of maximizing the safety, resilience, and security of an Oracle database whilst preserving performance, availability, and integration. The book demonstrates through coded examples how to enable the consolidation features of Oracle Database 12c without increasing risk of either internal corruption or external vulnerability. In addition, new protections not publicly available are included in a task-based recipe format so that demonstrable risk improvements can be achieved, measured, and communicated to higher management. Most importantly, the challenge of privileged access control within a consolidation environment will be addressed, thus enabling a safe move to greater efficiency. Demonstrates the securing of software and identity vulnerabilities. Guides in implementing access controls over privileged accounts. Helps you integrate with identity access management systems. Provides a safe path to consolidation using the new, pluggable database feature set.

Features
- Answers new security risks inherent in Oracle Database's cloud architecture
- Directly addresses security issues arising during database consolidation
- Written by a well-known security expert credited several times by Oracle Corporation for finding vulnerabilities in their product

Fields of interest
Database Management; Data Encryption

Target groups
Popular/general

Product category
Professional book

M. Zandstra

PHP Objects, Patterns, and Practice

PHP Objects Patterns and Practice, Fourth Edition is revised and updated throughout. The book begins by covering PHP's object-oriented features. It introduces key topics including class declaration, inheritance, reflection and much more. These provide the fundamentals of the PHP's support for objects. It also introduces some principles of design. This edition introduces new object relevant features such as traits, reflection extension additions, callable type hinting, improvements to exception handling, and many smaller language enhancements. The next section is devoted to design patterns. These describe common problems and their solutions. The section describes the design principles that make patterns powerful. It covers many of the classic design patterns and includes chapters on enterprise and database patterns. The last segment of the book covers the tools and practices that can help turn great code into a successful project. The section shows how to manage multiple developers and releases with git, how to build and install using Phing and PEAR.

Features
- An update of one of our longest-running books
- Shows how to work with objects, but more importantly explains the essential concepts underlying object-oriented design
- Provides the most essential core, enterprise, and database design patterns and, crucially, explains the principles that drive them
- Covers development best practices such as version control, automated install, documentation, testing, continuous integration
- These practices are designed to eliminate risk and maximise flexibility
- No professional software project should be without them

Fields of interest
Computer Science, general

Target groups
Popular/general

Product category
Professional book

Due January 2014
2013. 350 p. Softcover
$59.99
ISBN 978-1-4302-6211-4

Due December 2013
$54.99
ISBN 978-1-4302-6031-8
**The Handbook of Financial Modeling**

**A Practical Approach to Creating and Implementing Valuation Projection Models**

The ability to create and understand financial models that assess the valuation of a company, the projects it undertakes, and its future earnings/profit projections is one of the most valued skills in corporate finance. However, while many business professionals are familiar with financial statements and accounting reports, few are truly proficient at building an accurate and effective financial model from the ground up.

**Feature**

- The Handbook of Financial Modeling provides in-depth explanations of the mechanics and underlying accounting principles of projection models. Author Jack Avon is the director and principal consultant at Isys Systems (Ringwood) Ltd., a financial modeling and analysis company, and has broad experience implementing in-house modeling systems and developing custom models and management information systems. He is considered a subject-matter authority. In order to make the complicated process of financial modeling as clear and easy-to-follow as possible, The Handbook of Financial Modeling contains an abundance of screen grabs that readers can refer back to ensure their work is on target. A comprehensive financial modeling resource, The Handbook of Financial Modeling offers readers a wealth of practical examples and case studies to accompany every technical step in their journey to becoming more proficient financial modelers.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

---

**Improving Profit**

**Using Contribution Metrics to Boost the Bottom Line**

Business of all sizes have a problem: How do you know – in real time – whether you are earning the profit you need to grow or even just stay in business? And which products or services are doing the „heavy lifting” in contributing to profit? Financial statements tell only part of the story. They are backward looking, for one thing, and they generally show results only in the aggregate. Worse, they never seem to reflect the hard work you’re doing on a daily basis. As one manager said, „If I’m adding 25% profit to every job, why am I getting barely 5% net profit at the end of the year?” Improving Profit: Using Contribution Metrics to Boost the Bottom Line solves this dilemma. As this book shows, Contribution-Based Activity (CBA) measures focus on two key levers that are fundamental to the operation of any business: financial contribution and units of activity. Knowing how to use these levers gets your company off the treadmill and on your way to stellar profitability. And as the 21 case studies show, CBA is surprisingly easy to apply to businesses of all types and all sizes. What is „financial contribution”? Simply the amount above and beyond the cost of goods or materials sold that contributes to covering overhead and creating profit.

**Feature**

- 21 case studies included and fully analyzed and explained. Explains a simple but highly effective tool to increase profit. The book’s tools can save companies from bankruptcy and unlock value. Author teaches worldwide Book pitched to managers and entrepreneurs, not accountants

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

---

**Business Journalism**

**How to Report on Business and Economics**

Business Journalism: How to Report on Business and Economics is a basic guide for journalists working in countries moving to open-market economies, students in journalism courses, journalists changing direction from general news reporting to business and economic reporting, and bloggers. It also explains the differences in technique required for general reporters to deliver business news for text, TV, or radio. Veteran journalist Keith Hayes, who has worked for such organizations as Reuters, PBS, the BBC, CBC, and CNBC, provides a quick reference to journalistic practice that covers everything from how to meet a deadline to getting answers from company or government officials who are loath to talk. It also provides background on specific knowledge that journalists should have to report on the business and the economy accurately and with insight.

**Feature**

- Author is a veteran journalist having worked for Reuters, BBC, PBS, and others in both print and broadcast media. Author teaches new journalists how to report on business—especially those in formerly Communist countries and those in Third World countries. Great book for the millions now writing for Web sites or blogs without formal journalistic training. Designed also to help general news journalists make the switch to business reporting. Covers print, radio, and TV news reporting to business and economic reporting, and the technique required for general reporters to deliver business news for text, TV, or radio. Veteran journalist Keith Hayes, who has worked for such organizations as Reuters, PBS, the BBC, CBC, and CNBC, provides a quick reference to journalistic practice that covers everything from how to meet a deadline to getting answers from company or government officials who are loath to talk. It also provides background on specific knowledge that journalists should have to report on the business and the economy accurately and with insight.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book
C. Murdock

**Tax Insight**

For Tax Year 2013

Tax Insight: For Tax Year 2013 will teach you to take control of life’s biggest expense – taxes. In your lifetime, you will spend more money on taxes than on anything else. Despite that fact, you likely know the current prices of movies and milk but don’t know what your marginal tax rate is. You know where to get the cheapest gallon of gas to save a buck or two, but you don’t give a thought to the tax strategies you should be using right now that would save you thousands. Why? Is it too complicated and confusing? Too unpleasant? In Tax Insight, tax expert Casey Murdock opens up the world of taxes with amazing clarity and simplicity. As you will discover, you have within reach numerous ways to reduce your taxes. With everyday language and real-life examples, Tax Insight will give you the keys to minimizing your tax burden. This book contains information you need even if you have a tax advisor or use a program like TurboTax. Tax professionals are busy and sometimes too cautious, and programs often miss opportunities for you to save money. It’s also for those of all ages and income levels, including business owners.

**Feature**

- Breaks down the scary world of taxes with simple language and natural ease. Provides a roadmap for readers to reduce their taxes significantly. Not a tax encyclopedia like most—instead an enjoyable narrative and a thorough reference source for the frustrated taxpayer. Stories, examples, and simple explanations that Murdock developed working with his tax clients over the years. Originally a self-published book that sold 1,000 copies in the past two years only through the author’s web site.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book

K. Shaik

**The Handbook of Derivatives**

Understanding the Market, the Products, the Platform, and the People

In the wake of the recent global financial crisis, major world governments have introduced regulations that have changed the landscape of the derivatives market. Now these complex financial instruments operate in accordance with industry-wide automation that is intended to reduce operational and systemic risk, streamline processing, and standardize products.

**Feature**

- The Handbook of Derivatives is the first book that is dedicated to the total end-to-end life cycle of derivatives contracts. Furthermore, it is also the only book to delve into the process of constructing an automated derivatives trading platform from the ground up. Author Khader Shaik is a financial expert that has been working for financial institutions on both the sell-side and buy-side for more than 18 years. His experience building automated derivatives trading platforms has given him unique insight into this complicated financial market. Global financial institutions and corporations from all of the world’s major economies participate in some form of derivatives trading, which means that the potential market for a book like The Handbook of Derivatives is immense. The derivatives market has undergone massive changes as a result of the global financial crisis and the regulations that followed in its wake. As a result, a book that documents how these changes impact the day-to-day operations of the derivatives market will be in high demand.

**Field of interest**

Business/Management Science, general

**Target groups**

Popular/general

**Product category**

Professional book