Peachpit

2008 Catalog

Peachpit Press

New Riders

Adobe Press

Apple Certified

lynda.com

Kelby training
EDUCATION FOR CREATIVES

Dear Readers,

We've had a lot of fun this past year meeting you at trade shows, conferences (including our first New Riders Voices That Matter Web Design conference) and even through some contests we sponsored. One contest resulted in naming the bunny that has graced the cover of every Visual QuickStart Guide for more than 15 years. Our readers submitted some great names, and after several tough days of deliberation, the Peachpit judges settled on Moxie™, a name that denotes skill and determination—the very attributes that the Visual QuickStart Guide series aims to instill in all of its readers! In another contest, *The $1,000 Question*, one fortunate soul will walk away with $1,000 worth of the best digital photography equipment recommended on Peachpit TV by Peachpit's own professional photographer-authors.

Our Web Design conference (www.voicesthatmatter.com) was a huge success, so stay tuned for information about our 2008 events. But conferences aren't our only new endeavors here at Peachpit. In addition to the content we bring you in print books, we're now offering videos. So whether you're learning Final Cut, Photoshop, or some other creative application, our new lineup of video products (www.peachpit.com/video) includes instruction from our top authors and our top series. These videos can be accessed on our Web site as well as in our online reference library (http://safari.peachpit.com). Once you make your purchase, all you have to do is log in, and within minutes you can start learning whatever you need right when you need it. We've also updated and refreshed our Web site with integrated blogs, articles, and podcasts. You can browse our latest releases at Peachpit.com anytime, watch an episode of Peachpit TV, or comment on our blog posts—we're always learning from you, so keep in regular touch!

All the very best,

Nancy

Nancy Aldrich-Ruenzel
Publisher, Vice President and Lifelong Learner
Peachpit Creative Pro Group, a division of Pearson Education

About Peachpit

We've been publishing our friendly, straightforward computer how-to guides since 1986 when the whole operation was based out of our founder's house, who also happened to be a computer book author himself. Since then we've grown up and moved into a real office in Berkeley, become part of a global publishing company (Pearson Education), created a ton of popular, best-selling books and series, and formed close relationships with leading software companies that have resulted in very rewarding partnerships. Over the past few years Peachpit has also developed digital product offerings, such as eBooks, online video products, and Safari Books Online, as well as created our first conference series.

And yet, after all these years and all these new products, our mission hasn't changed: We're still creating technology books that go beyond the basic manual to make information accessible through instructional design and the best writing and editing in the industry. All of our books offer easy-to-follow, straight-talking instructions, combined with lots of visual aids, tips, and techniques designed to take your skills up a notch or two or three.

But that's not to say that all of our books are the same. Each series and title has its unique strengths and brand of instruction. We invite you to browse our imprints and their series until you find the books that teach the way you want to learn.

Peachpit Offers More Than Just Print Books!

Safari Books Online

Safari Books Online is the complete electronic reference library featuring our graphic and Web design titles. See **page 15** for more information.

Rough Cuts

The Rough Cuts service from Safari Books Online lets you read a book as it's being written! Turn to **page 38** for more information.

Online Video

Peachpit now offers Video QuickStarts and many other online training videos from our best-selling authors. Learn more on **page 28** and at **www.peachpit.com/video**.

Short Cuts

Technology is evolving faster than ever before. You need to know more than you ever have, and these highly focused PDFs will help you do your job. See **page 8** for more information.

eBooks

Would you like to read one of our books as an eBook? Visit **www.peachpit.com** to purchase a digital copy of any print book in our catalog.

Articles, Podcasts, Interviews, Blogs, and More!

At **Peachpit.com** you can read articles and tips from the experts behind the books, watch an episode of Peachpit TV, comment on our blog, sign up for newsletters, and much more.
Turn to **page 25** for more information.

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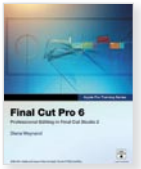
Peachpit



Apple Pro Training Series and Apple Training Series

The Apple Pro Training Series and Apple Training Series constitute a key part of Apple's official curriculum, covering Mac OS X, Pro Apps, and other Apple technologies. They are both self-paced learning tools and the official curriculum of the Apple Training and Certification Program. Each Apple Certified title is a self-paced, project-based course with focused lessons that take you step by step through practical, real-world projects. Each title comes with a CD or DVD that includes lesson and media files used in the book.

Hands-On Training

Help from lynda.com

Acclaimed instructor Lynda Weinman's lively teaching style and enthusiasm shine throughout these hands-on tutorials. Within each project, the lynda.com authors dispense their hard-won tips, insights, and warnings. Each book includes a CD of files and demo exercises used in the book.

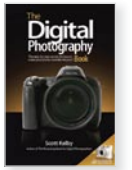
Peachpit Learning Series

Learn Your Way!

What better way to learn? The Peachpit Learning Series brings you the best-selling authors you know and love, on the topics that are near and dear to you, in a format that allows you to learn just what you need to know at your own pace.

Pocket Guides

These handy, low-priced, pocket-sized books are packed with quick results for people who want to jump in and master the latest digital lifestyle gadgets. Snappy writing, eye-catching graphics, and a fresh design walk readers through the most common tasks and offer advice for when the device becomes uncooperative.



"The … Book" by Scott Kelby

This series, including *The Digital Photography Book*, *The iPhone Book*, *The iPod Book*, and more, is written in Scott Kelby's signature "show-me-how-to-do-it" voice to take you step-by-step through the product, using the same casual, plain-English, conversational style that has made him the world's #1 technology author.

Video Training Books

Benefit from the best of both mediums: video-based training and a printed guide! Each Lynda.com Video Training Book offers 3-4 hours of instructor-led video instruction, complete with a step-by-step, printed book to guide readers through each tutorial.

Visual QuickStart Guides

Get Up and Running Quickly

Get up and running in no time with these best-selling quick-reference guides. The key to their worldwide popularity: concise, step-by-step explanations of core tools and tasks, with plenty of screen shots to keep you on track as you work.

Video QuickStarts

The best-selling Visual QuickStart Guide series is now available as online video! Video QuickStarts combine the step-by-step approach of the Visual QuickStart Guide series with the immediacy of online learning—an all-new approach to mastering a new application or technology. Each video offers short, task-based lessons with rich graphics to demonstrate key concepts. Make your purchase online, log in, and within minutes you will be learning at your desktop.

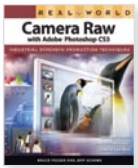
Visual QuickPro Guides

Beyond the Basics

Based on the proven Visual QuickStart model, these books will elevate your skills to the next level. The task-based format is the same as a QuickStart but the topics go way beyond the basics, covering advanced techniques that will take you from novice to pro.

Visual QuickProject Guides

Learn just what you need to know to create an entire project from start to finish, whether it's creating a Web page, putting together a presentation, or editing digital video!



Real World

Industrial-Strength Techniques

Industry pros delve under the hood of the software you use every day to bring you comprehensive references stuffed with industrial-strength production techniques and timesaving tips. Working professionals in digital graphics, publishing, and Web design will find these books invaluable.

Wow! Books

Creative Design Techniques to Inspire You

The perfect balance of inspiration and instruction, these full-color books showcase the dazzling work and creative techniques of top graphic artists. Each book includes a CD full of stock photos, demos, actions, brushes, and other goodies.

New Riders

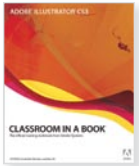
Voices That Matter

Reserved for the voices that are revolutionary and influential in their field, these volumes use passionate storytellers to teach, challenge, and force us to seek new solutions and view the world from a different perspective. If you want to be inspired, you need to open a New Riders *Voices That Matter* book.

AIGA Design Press

AIGA Design Press is committed to stimulating thinking at the intersection of design, business, technology, and culture. The Press is a partnership with New Riders Publishing that extends AIGA's traditional role in advancing the art, practice, and theory of design. With rigor and enthusiasm, the Press embraces new fields, uncovers powerful modes of inquiry, and pursues excellence in design thinking.

AdobePress



Classroom in a Book

Training for Digital Communicators

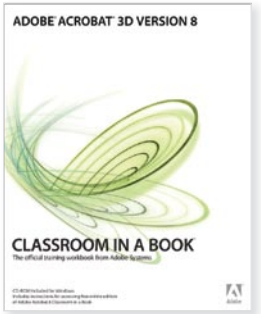
Here's something no other series can promise: official training designed by Adobe's own experts. The world's best-selling software workbooks offer complete, self-paced lessons—they're the fastest, easiest way to learn Adobe software's key features.

How-Tos

This series from Adobe Press focuses on those features you're most likely to use, showcasing each in a clearly explained, well-illustrated, stand-alone technique—complete with a relevant hint or two.

Studio Techniques

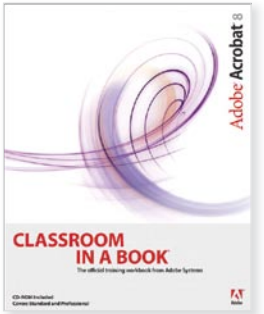
If you love the best-selling Classroom In a Book series and are looking for the next step, look no further than this series from Adobe Press. Experts in Adobe software take you beyond structured lessons to explore more challenging artistic techniques with beautiful and inspirational four-color imagery. Take your creative skills to the next level with Studio Techniques.



Adobe Acrobat 3D Version 8 Classroom in a Book

Adobe Creative Team
9780321449467, $59.99

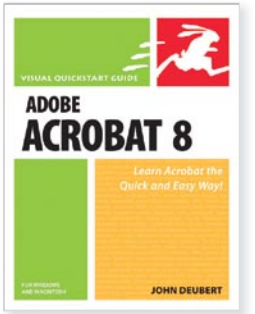
Adobe Acrobat 3D enables you to publish and share 3D design information from major CAD applications with virtually any computer user. Master Acrobat 3D quickly and completely, without interrupting your production cycles to take a class, with this self-paced guide from the folks behind the software. Step-by-step, project-based lessons, review questions, and companion CD, filled with lesson and media files, will have you converting 3D content into Adobe PDF files, combining 3D files with other applications, and more.



Adobe Acrobat 8 Classroom in a Book

Adobe Creative Team
9780321470850, $45.00

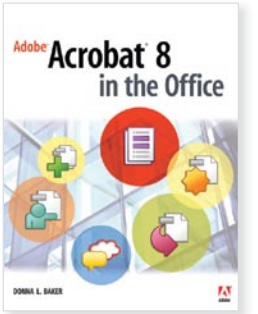
Can't afford to miss a beat in your production cycle, but can't afford to be left behind by the newest version of Acrobat either? Not to worry: Adobe brings the classroom to you in this completely revised guide. Focused learning materials, practical lessons, and a CD with lesson and media files provide a fast, comprehensive means of mastering Acrobat 8.



Adobe Acrobat 8 for Windows and Macintosh: Visual QuickStart Guide

John Deubert
9780321470799, $29.99

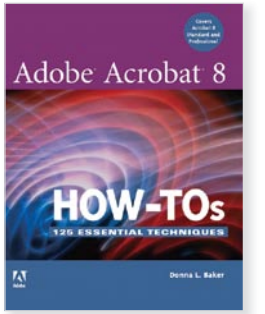
With exciting new workflow management tools and integration with other software, Adobe Acrobat 8 is the productivity tool you've been dreaming of. Here to help you learn Acrobat 8 fast is a thoroughly updated, visual task-based guide. From creating, organizing, and viewing electronic documents to creating interactive forms and more, this guide's got it covered.



Adobe Acrobat 8 in the Office

Donna L. Baker
9780321470805, $40.00

Offering a raft of Microsoft Office collaboration features, Acrobat 8 isn't just for creative professionals—it can be an essential part of any workflow. If you're ready to take control of your documents, Acrobat 8 is your tool, and this guide is your key to using it! Case studies and real-world examples show not only what's possible but precisely how to pull it off—from sending documents securely to creating forms and building presentations.



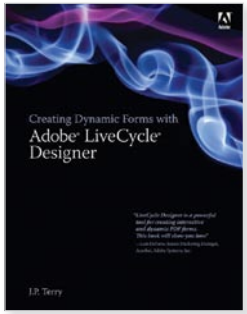
Adobe Acrobat 8 How-Tos: 125 Essential Techniques

Donna L. Baker
9780321470812, $24.99

Now that PDF has become the ubiquitous electronic document format, there has never been a better time to learn about the powerful tools in Adobe Acrobat 8. This handy guide, compiled by Acrobat expert Donna L. Baker, includes techniques for any office communication task that comes your way! Learn to merge multiple files and add a custom cover, create and work with comments, use Acrobat 8's new "form" tools, set up an online meeting, and much more!

Would you like to read one of these books as an eBook? Visit **www.peachpit.com/ebooks** to purchase your digital copy.

BEYOND THE BASICS

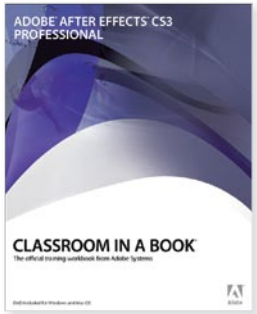


Creating Dynamic Forms with Adobe LiveCycle Designer

J. P. Terry
9780321509871, $50.00

Do you believe that what the world really needs is more well-designed interactive electronic forms that marry user-friendliness with the power of modern database technology? Adobe LiveCycle Designer brings this goal within reach, and digital forms expert J.P. Terry shows the best way to get the most out of this powerful, versatile tool. Whether you're a designer who weeps at the thought of programming or a programmer who doesn't get design concepts, this book is written for you!

GETTING STARTED



Adobe After Effects CS3 Professional Classroom in a Book

Adobe Creative Team
9780321499790, $54.99

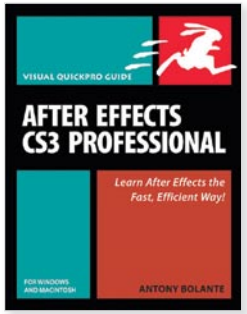
Here to make sure you master Adobe After Effects CS3 is a self-paced, project-based guide from the folks behind the software. You'll get thorough training in digital video effects and production as well as learn about motion tracking, powerful animation and keyframing controls, HDR color support, network rendering, and more. You can follow the book from start to finish or choose only those lessons that interest you.

ONLINE VIDEO

Adobe After Effects CS3: Video QuickStart

Peachpit Press
9780321515346, $29.99

Here to get filmmakers, Web designers, and broadcast pros up to speed on After Effects CS3 Professional is everyone's favorite task-based guide, only now it's available as a video! Through step-by-step instructions, veteran video editor Antony Bolante will show you how to effectively and efficiently import and manage footage, view and edit layers, apply effects, animate type, and more. Make your purchase at peachpit.com, log in, and within minutes you'll be learning at your desktop.

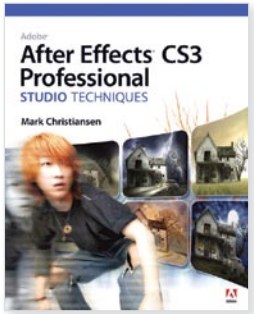


After Effects CS3 for Windows and Macintosh: Visual QuickPro Guide

Antony Bolante
9780321526342, $39.99

Need to learn Adobe After Effects? Try a Visual QuickPro Guide! This valuable reference gives you advanced step-by-step tutorials, enhanced by tips, sidebars, and plenty of visual aids to show you how to import and manage footage, view and edit layers, apply effects, animate type, and more. You'll learn about key features with real-world examples of how and when features should be used, including what's new in After Effects CS3.

TECHNIQUE & INSPIRATION

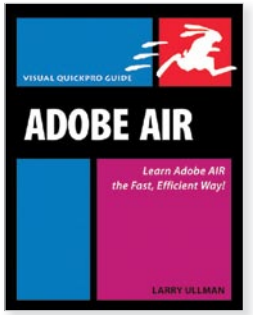


Adobe After Effects CS3 Professional Studio Techniques

Mark Christiansen
9780321499783, $59.99

Ready to learn the visual effects secrets used at such leading-edge studios as Industrial Light + Magic and The Orphanage? This guide inspires you to take your work to the next level with real-world examples and insider techniques. With this under-the-hood, in-depth guide to Adobe's updated motion graphics and effects powerhouse, you'll get complete coverage of all the big features in After Effects CS3. Includes a companion DVD with professional tools to help you learn how to build up and customize your own effects.

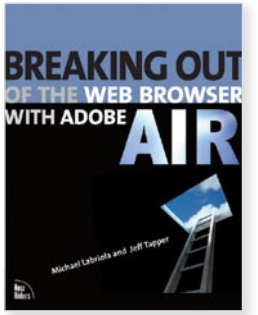
GETTING STARTED



Adobe AIR: Visual QuickPro Guide

Larry Ullman
9780321524614, $34.99

Up till now there have been two main types of applications: desktop applications and Internet applications. Adobe adds a hybrid model with Adobe AIR that combines the rich experience of a traditional desktop application with the power and reach of the Internet. Using step-by-step instructions, this book provides exactly the information Web developers need to get started quickly.



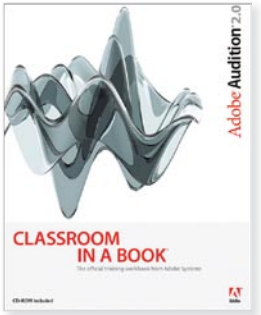
Breaking Out of the Web Browser with Adobe AIR

Michael Labriola and
Jeff Tapper
9780321503565, $49.99

This book provides information necessary to build well-architected desktop applications using this new technology. AIR builds on the tremendous success of the Adobe Flash platform and includes a series of application programming interfaces that allow Adobe Flex and Flash developers to leverage their existing knowledge to generate desktop applications that harness the tremendous power of the Internet.

Audition

GETTING STARTED



Adobe Audition 2.0 Classroom in a Book

Adobe Creative Team
9780321385505, $45.00

Here to make sure you master Adobe Audition quickly and completely is a self-paced guide from the folks behind the software. The Classroom in a Book series uses step-by-step, project-based lessons to walk you through sample real-life projects; review questions at the end of each chapter; and a companion CD (filled with lesson and media files) to reinforce the new skills that you've learned. Whether you're a student, educator, producer, or musician, this book will give you a solid overview of Adobe's latest digital audio editing powerhouse!

shortcut
Your Short Cut to Knowledge

Digital PDF Downloads

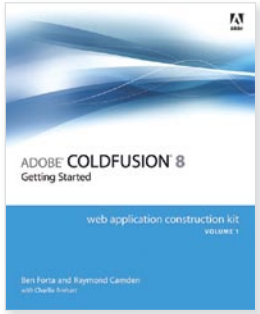
Technology is evolving faster than ever before. You need to know more than you ever have, and you need to know it now, which is why we've introduced "Short Cuts"—your shortcut to technical and creative mastery.

Short Cuts are highly focused PDFs designed to suit the specialized needs of busy, technical professionals like you. Available on a wide variety of topics—including some beta and niche technologies for which no books currently exist—Short Cuts teach you just what you need to know so you don't lose a minute of productivity. Some Short Cuts even include rich media—video, audio, animations, infographics, motion graphics—to make it as easy as possible to quickly grasp even the toughest techniques and concepts.

For a complete list of offerings, visit **www.peachpit.com/shortcuts**.

ColdFusion

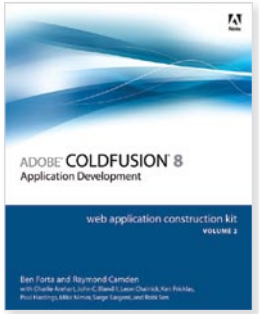
GETTING STARTED



Adobe ColdFusion 8 Web Application Construction Kit, Volume 1: Getting Started

Ben Forta and Raymond Camden with Charlie Arehart and Leon Chalnick
9780321515483, $50.00

The best-selling ColdFusion series of all time. The *Construction Kit* books are what most ColdFusion developers used to learn the product. This volume starts with Web and Internet fundamentals and database concepts and design, and progresses to creating data-driven pages, building complete applications, implementing security mechanisms, integrating with e-mail, building reusable functions and components, generating data-driven reports and graphs, and more.



Adobe ColdFusion 8 Web Application Construction Kit, Volume 2: Application Development

Ben Forta and Raymond Camden with Charlie Arehart, John C. Bland, Leon Chalnick, Ken Fricklas, Paul Hastings, Mike Nimer, Sarge Sargent, and Robi Sen
9780321515469, $59.99

This volume begins by introducing important code organization and management techniques, and then progresses to topics that include integrating with all sorts of other technologies (including PDF, Adobe Flex, Ajax, advanced SQL and databases), debugging, and optimizing performance.

Adobe ColdFusion 8 Web Application Construction Kit, Volume 3: Advanced Application Development

Ben Forta with Charlie Arehart, Jeffrey Bouley, Jeff Tapper, Matt Tatum, Raymond Camden, Robi Sen, and Sarge Sargent
9780321515476, $59.99

This volume introduces advanced ColdFusion features and technologies, including ensuring high availability, security and access control implementations, Java and .NET integration, using feeds and Web services, connecting to IM networks, and server OS integration.

Creative Suite

BEYOND THE BASICS

The Designer's Apprentice: Automating Photoshop, Illustrator, and InDesign in Adobe Creative Suite 3

Rick Ralston
9780321495709, $39.99
Are your CS3 applications working for you, or against you? Powerful new automation features in Creative Suite 3 can minimize the drudgery of graphics production, and allow you to focus on creating. The book covers recording macro-like actions for use with multiple files; executing complex, personalized workflows with scripting languages; combining customer data with graphics; customizing hundreds or even thousands of illustrations or layouts in one pass; and more.

BEYOND THE BASICS

Creating Effective Typography with Adobe Creative Suite 3

Scott Citron
9780321492425, $5.00

With this downloadable Short Cut, you'll create a simple yet compelling invitation as you learn the ins and outs of typography and setting type in InDesign CS3, with additional tutorials on creating a pattern and working with color in Illustrator CS3, applying displacement maps and lighting effects in Photoshop CS3, and using Live Color, Smart Objects, and Smart Filters.

Automator and Adobe Creative Suite

Rick Ralston
9780321493552, $5.00

Mac OS X comes with an easy-to-use, modular scripting application called Automator. This downloadable digital Short Cut, taken from *The Designer's Apprentice*, explains how to use Automator to speed up work in InDesign and shows you how to write custom Automator modules.

Designing Magazines and Newspapers with Adobe Creative Suite 3

Scott Citron
9780321493590, $5.00

Discover the ease with which you can design for magazines and newspapers using the tools in the Creative Suite. Download this digital Short Cut and learn to set up master pages, folios, and footers, develop a grid, create a color system, import text, and explore the advantages of OpenType fonts. In the process, you'll use kuler, the Flash-based interactive color picker, and color-correct in Photoshop.

Creating Newsletters and Forms with Adobe Creative Suite 3

Scott Citron
9780321495853, $5.00

This digital Short Cut shows you how to convey meaning in your newsletters and forms by adding compelling graphics, setting up flexible baseline grids, and using effective typography. You'll also learn how to convert your InDesign projects to Adobe Acrobat forms, add hyperlinks, and set up a review in Acrobat.

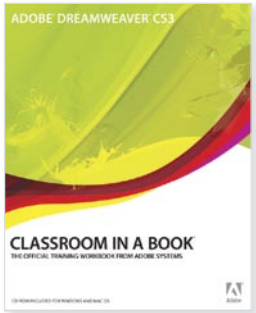
TECHNIQUE & INSPIRATION

Professional Design Techniques with Adobe Creative Suite 3

Scott Citron
9780321495693, $50.00

With the latest version of Adobe Creative Suite—designers have even more reason to herald their favorite software as it not only gives them more tools, features, and performance, but offers additional interoperability across the various programs in the suite. As if answering the designer's call for guidance, author and distinguished designer Scott Citron leads them through the ins-and-outs of the Creative Suite in his first book.

Would you like to read one of these books as an eBook? Visit **www.peachpit.com/ebooks** to purchase your digital copy.



Adobe Dreamweaver CS3 Classroom in a Book

Adobe Creative Team
9780321499813, $54.99

Each chapter in this full-color book from Adobe Press contains a project that builds upon the reader's growing knowledge of Dreamweaver, while review questions at the end of each chapter reinforce the most important skills. Readers will learn how to customize a Dreamweaver workspace, apply Cascading Style Sheets, enter headline and body text, insert graphics and rollovers, and add links to a page. They'll also learn how to add interactive elements to their site, such as behaviors, effects, and Flash video; add new code or code snippets; and publish their finished site to the Web.

Adobe Dreamweaver CS3 Hands-On Training

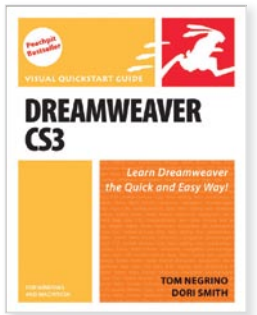
Garrick Chow
9780321509857, $49.99

Do you like to learn by doing? These hands-on exercises, complete with insider tips and detailed illustrations, teach you the latest techniques for designing Web sites with Dreamweaver CS3. You'll learn to define a Web site; lay out pages effectively with Cascading Style Sheets; use tables; create rollovers; work with templates, and more. You'll also learn features new to Dreamweaver CS3, including the Spry framework for Ajax, Adobe Device Central CS3, the Manage CSS feature, and new integration with Photoshop CS3.

Adobe Dreamweaver CS3: Video Training Book

Garrick Chow
9780321445520, $49.99

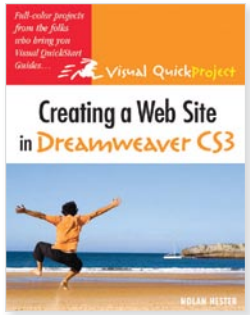
Benefit from the best of both mediums—video-based training and a printed guide! Each Lynda.com Video Training Book offers hours of instructor-led video instruction, complete with a step-by-step, printed book to guide readers through each tutorial. The video tutorials let readers learn at their own pace, while the book offers a complete reference, helping readers identify the video tutorials they want to watch (timecodes are printed in the book), giving them the exercise files they need, and highlighting important keyboard shortcuts, tips, notes, and practical advice.



Dreamweaver CS3 for Windows and Macintosh: Visual QuickStart Guide

Tom Negrino and Dori Smith
9780321503022, $29.99

Need to learn Dreamweaver CS3 fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with the program's visual layout tools, application development features, and code editing support in no time. You'll find extensive coverage of all the program's new features: drag-and-drop integration of XML data feeds, improved CSS support, advanced style rendering toolbar, and more.



Creating a Web Site in Dreamweaver CS3: Visual QuickProject Guide

Nolan Hester
9780321503046, $16.99

This full-color guide offers the quickest route to creating a well-designed, friendly Web site! Each short chapter uses big, bold screen shots and step-by-step instructions to illuminate one aspect of this process. By the end of the book, users will create a simple Web site, fill it with text, graphics and tables, use style sheets, create image maps, add navigation and links, and test and publish the final product.

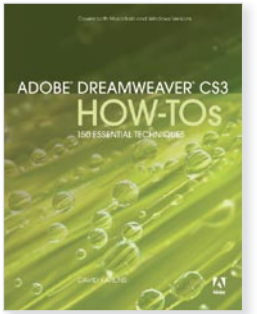
GETTING STARTED

ONLINE VIDEO

Creating a Web Site with Dreamweaver CS3: Video QuickStart

Peachpit Press
9780321526106, $29.99

This Video QuickStart offers the quickest route to creating a well-designed, friendly Web site! By the end of the video, users will know how to create a simple Web site, fill it with text, graphics and tables, use style sheets, create image maps, add navigation and links, and test and publish the final product. After making your purchase at Peachpit.com, simply log in and within minutes you'll be learning at your desktop.

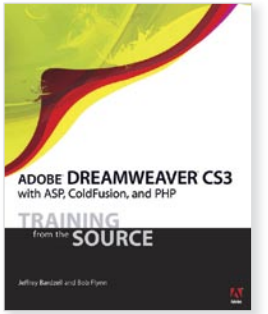


Adobe Dreamweaver CS3 How-Tos: 100 Essential Techniques

David Karlins
9780321508935, $24.99

This information- and image-packed guide from Adobe Press lets users get right down to work by focusing on the Dreamweaver CS3 features they're most likely to use, including Spry framework for Ajax and Spry widgets and effects, and Absolute Placement objects. The book showcases each in a stand-alone tip, complete with a relevant hint or two and helpful screenshot. This is how readers can learn just what they need to know, exploring the program at their own pace, and learning just the features and tools they need.

BEYOND THE BASICS



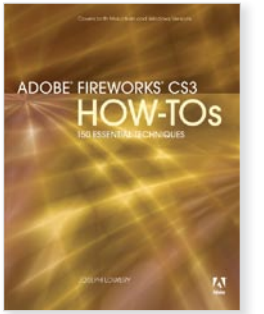
Adobe Dreamweaver CS3 with ASP, ColdFusion, and PHP: Training from the Source

Jeffrey Bardzell and Bob Flynn
9780321461063, $49.99

Learn by doing! Follow along, step by step, as you upgrade a static HTML site that uses obsolete code to an XML standard-compliant, CSS-formatted dynamic site using Microsoft Active Server Pages (ASP), Adobe ColdFusion, or the open source PHP. Create several integrated applications for a fictional travel tour operator, including a searchable listing for tour descriptions, country profiles, and a tour price calendar.

Fireworks

GETTING STARTED



Adobe Fireworks CS3 How-Tos: 100 Essential Techniques

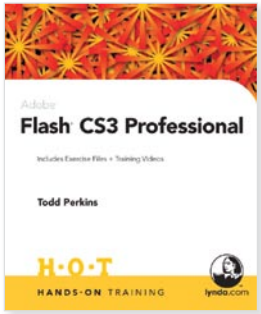
Jim Babbage
9783021526304, $29.99

In this handy guide users gain quick access to the key features and fundamental techniques to help them in Adobe Fireworks CS3. Each technique is presented in a self-contained unit of one or two pages so users can dive in and start working right away, unencumbered by lengthy descriptions or technical detail. *Adobe Fireworks CS3 How-Tos: 100 Essential Techniques* is one of the first books available on this software.

Adobe Flash CS3 Professional Classroom in a Book

Adobe Creative Team
9780321499820, $54.99

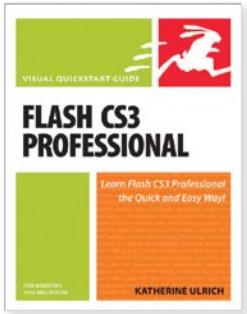
This project-based guide from Adobe will teach readers all they need to know to create engaging interactive content with Flash CS3. Using step-by-step instructions with projects that build on the knowledge learned in each lesson, readers will learn the key elements of the Flash interface, including panels, timelines, and frames. From there, readers will learn how to work with vector and bitmap graphics; create and edit symbols; modify text and add interactivity with ActionScript 3.0; and incorporate animation, music, and sound into their projects.



Adobe Flash CS3 Professional Hands-On Training

Todd Perkins
9780321509833, $49.99

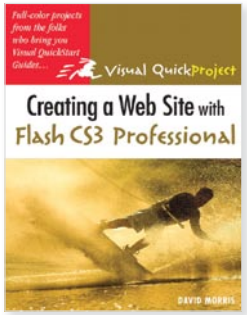
Todd Perkins provides carefully developed lessons and exercises that teach how to create interactive Web sites and rich media. Given the extensive changes to the Flash interface and function, the step-by-step approach is much needed to help present things to a beginner in a very clear, easy-to-follow way. Readers will learn how to use the full set of creative drawing, animation, and interactive tools.



Flash CS3 Professional for Windows and Macintosh: Visual QuickStart Guide

Katherine Ulrich
9780321502919, $29.99

Need to learn Adobe Flash CS3 fast? This task-based, visual guide works like a reference book and provides the key to unlocking all of its features—from basic vector graphics to animation with motion tweening and beyond. You'll be up and running with Flash CS3 basics and the new features in no time!



Creating a Web Site with Flash CS3 Professional: Visual QuickProject Guide

David Morris
9780321503008, $16.99

This compact, project-based guide shows you how to use Flash in an instant! Using big, bold full-color pictures and streamlined instructions, it covers just the need-to-know essentials that will get you animating with the latest version of Flash: using the Flash CS3 authoring tool, creating and animating graphics, tweening, adding sound, and more.

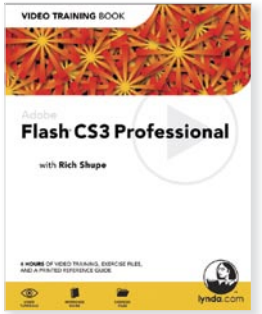
ONLINE VIDEO

Creating a Web Site with Flash CS3 Professional: Video QuickStart

Peachpit Press
9780321525970, $29.99

For the busy professional whose boss wants them to jazz up their Web site, or the student burning the midnight oil to put together some Web animations for a class, this Video QuickStart is just what they need to start creating Flash sites in no time. After making your purchase at Peachpit.com, simply log in and within minutes you'll be learning at your desktop.

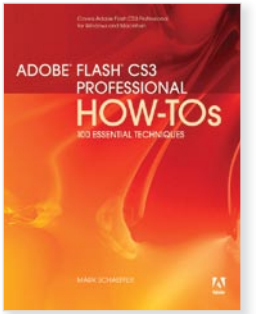
GETTING STARTED



Adobe Flash CS3 Professional: Video Training Book

Rich Shupe
9780321445513, $49.99

Benefit from the best of both mediums—video-based training and a printed guide! Each Lynda.com Video Training Book offers hours of instructor-led video instruction, complete with a step-by-step, printed book to guide readers through each tutorial. The video tutorials let readers learn at their own pace, while the book offers a complete reference, helping readers identify the video tutorials they want to watch, giving them the exercise files they need, and highlighting important keyboard shortcuts, tips, notes, and practical advice.

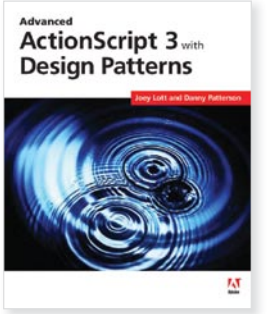


Adobe Flash CS3 Professional How-Tos: 100 Essential Techniques

Mark Schaeffer
9780321508980, $24.99

Adobe Flash CS3 Professional How-Tos: 100 Essential Techniques provides users with what they need to know to start working in Flash. Each technique is presented in a self-contained unit of one or two pages so users can dive in and start working right away, unencumbered by lengthy descriptions or technical detail. For example, if readers want to know how to use Flash's new QuickTime export feature, they can turn directly to that page, quickly grasp the technique, as well as pick up a few tips along the way.

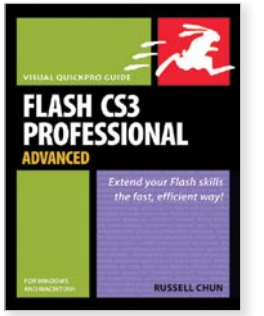
BEYOND THE BASICS



Advanced ActionScript 3 with Design Patterns

Joey Lott and Danny Patterson
9780321426567, $44.99

Learn how to build more effective applications from kickoff to testing, and use specific patterns to simplify application design. Create more flexible and scalable applications, leverage existing systems, and even communicate more efficiently with other developers. You'll learn simple guidelines that help you keep your code flexible, so that you can easily make changes without fear of breaking the application. In addition, this book is filled with working example applications.



Flash CS3 Professional Advanced for Windows and Macintosh: Visual QuickPro Guide

Russell Chun
9780321503039, $34.99

This guide offers the quickest, easiest way to get up to speed on the advanced Flash features that can make or break a project. You'll find step-by-step instructions and loads of visuals aids for the animation, navigation, and interactivity techniques you'll need to master to create dynamic Web sites with Flash.

ActionScript 3.0 for Adobe Flash CS3 Professional Hands-On Training

Todd Perkins
9780321293909, $49.99

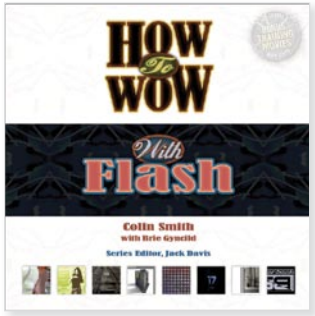
Are you ready to take your Flash skills to the next level with ActionScript? This book covers all the features of ActionScript 3 in Flash, including the brand new ActionScript debugger that allows users to step through a wide variety of properties in their code at runtime, with greater flexibility and feedback; and modern Web design and workflow techniques for developing their projects successfully with Flash using ActionScript 3.

TECHNIQUE & INSPIRATION

Adobe Flash CS3 Professional Video Studio Techniques

Robert Reinhardt
9780321480378, $54.99

From pre-production to post, author Rob Reinhardt shares the techniques that make Adobe Flash a powerful tool for sharing video over the Web. With sections on capturing and encoding video, creating and using cue points, working with transparency, and deploying and delivering optimal quality, he covers the information that users need to get started, and then goes in-depth to bring his readers to expert status quickly.



How to Wow with Flash

Colin Smith
9780321426499, $39.99

Wouldn't it be great if you could have one of the world's most accomplished and sought after Flash teachers sitting next to you at your computer as you navigate the infinite possibilities of Adobe Flash 8? This is the next best thing. You'll learn tips and techniques on everything from generating interactive navigation to creating slide shows and producing stunning effects with Flash 8's new filters. The companion CD makes it a snap and is packed with everything you need to work through the projects in the book.

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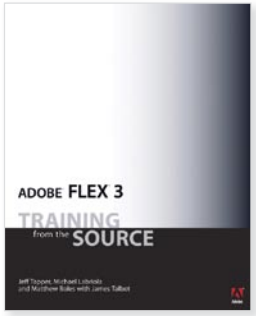
Flex

GETTING STARTED

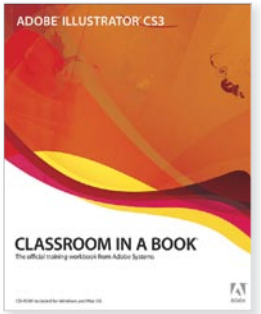


Adobe Flex 3: Training from the Source

Jeff Tapper, Michael Labriola and Matthew Boles with James Talbot
9780321529183, $59.99

Learn by doing! This official guide to Flex 3 provides a comprehensive, working introduction to creating visually stunning, highly functional Rich Internet Applications. Flex 3 is a completely redesigned IDE (integrated development environment) that provides the coding, debugging, and design tools that developers like you need to deliver extraordinary applications using the Adobe Flex framework.

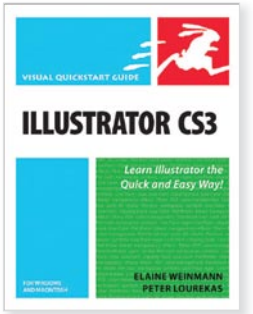
GETTING STARTED



Adobe Illustrator CS3 Classroom in a Book

Adobe Creative Team
9780321492005, $54.99

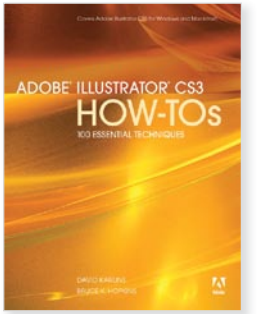
How often have you wished you had access to the team behind your favorite software so that you could really pick their brains about all of its coolest features? With this book, the Adobe Creative Team gives you a guided tour of the graphics powerhouse, Adobe Illustrator CS3, using step-by-step instructions with projects that build on the knowledge learned in each lesson. Whether your beautifully designed graphics are for print, the Web, broadcast video, or even cell phone displays, this book shows you how to get them there—easily, elegantly, and efficiently.



Illustrator CS3 for Windows and Macintosh: Visual QuickStart Guide

Elaine Weinmann and
Peter Lourekas
9780321510457, $29.99

As the standard Illustrator text in many design schools, this popular, task-based bestseller has taught a generation of users how to make the most out of Adobe's vector-graphics powerhouse. Using simple step-by-step instructions, loads of screen shots, and an array of time-saving tips and tricks, this will get you up and running with Illustrator CS3 quickly.



Adobe Illustrator CS3 How-Tos: 100 Essential Techniques

David Karlins and
Bruce K. Hopkins
9780321508942, $24.99

This guide features bite-sized lessons that focus on the Illustrator tools, techniques, and features that you are most likely to use. Folks new to Illustrator will find clear, basic, easy-to-understand explanations for everything they need to quickly become productive with Illustrator. Experienced users will find a handy reference with insights, tips, and shortcuts to bone up on Illustrator CS3.

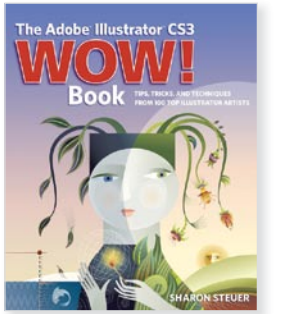
IN-DEPTH REFERENCE

Real World Adobe Illustrator CS3

Mordy Golding
9780321496218, $44.99

Filled with the industrial-strength techniques and best practices required to get you working with Illustrator CS3 without missing a beat in your production workflow, this book is the definitive reference for the serious Illustrator user. You'll find practical insights, tips, and sidebars on creating type, symbols, graphs, color, effects, Web graphics, and more. Whether you need expert tips and best-practice insights or details on making the switch from other graphics software, this book has got Illustrator covered.

TECHNIQUE & INSPIRATION



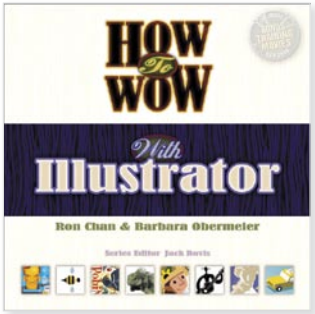
Adobe Illustrator CS3 Wow! Book

Sharon Steuer
9780321518422, $54.99

This is the definitive full-color book on mastering Illustrator, now updated for Illustrator CS3. Jam-packed with tips, tricks, and techniques derived from actual projects, best-selling author Sharon Steuer and her Wow! team showcase the range and quality of work leading professional artists are doing in Illustrator and share those techniques with you. The companion CD includes numerous examples of artwork from the book, third-party software, demos, samples, and more.

Would you like to read one of these books as an eBook? Visit **www.peachpit.com/ebooks** to purchase your digital copy.

TECHNIQUE & INSPIRATION



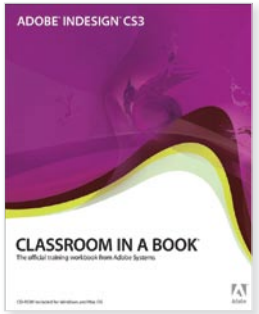
How to Wow with Illustrator

Ron Chan and
Barbara Obermeier
9780321434548, $39.99

Wouldn't it be great if you could have two of the world's most accomplished and sought-after graphic artists sitting next to you at your computer as you navigate the infinite possibilities of Adobe Illustrator CS2? This is the next best thing. You'll learn tips and techniques on everything from sophisticated typography to commercial graphics approaches using Illustrator CS2. You're given the inspiration and know-how at every stage of the creative process in order to learn how to wow!

InDesign

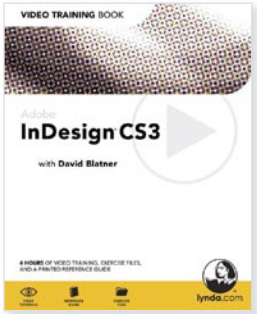
GETTING STARTED



Adobe InDesign CS3 Classroom in a Book

Adobe Creative Team
9780321492012, $54.99

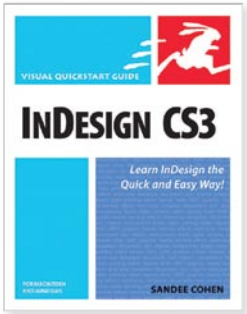
Are you ready for a thorough grounding in the InDesign school of page design? In this guide from the Adobe Creative Team, you'll find step-by-step lessons in InDesign CS3 fundamentals plus plenty of the advanced tips and techniques you need to take your page designs to the next level. The workbook-style format includes self-paced lessons followed by review questions to reinforce the knowledge and a CD with all of the files required to complete the book's projects.



Adobe InDesign CS3: Video Training Book

David Blatner
9780321445483, $49.99

Benefit from the best of both mediums—video-based training and a printed guide! Each Lynda.com Video Training Book offers hours of instructor-led video instruction, complete with a step-by-step, printed book to guide readers through each tutorial. The video tutorials let readers learn at their own pace, while the book offers a complete reference, helping readers identify the video tutorials they want to watch (timecodes are printed in the book), giving them the exercise files they need, and highlighting important keyboard shortcuts, tips, notes, and practical advice.



InDesign CS3 for Macintosh and Windows: Visual QuickStart Guide

Sandee Cohen
9780321503060, $29.99

Need to learn InDesign CS3 fast? This task-based, visual guide covers everything InDesign. It works like a reference book, so you can look up specific tasks and get comprehensive coverage on all aspects of the InDesign interface, including its tools and palettes, how to create documents and master pages, import and style text and objects, automate your work, use the new Adobe Bridge file browser, and more.

GETTING STARTED

PDF DOWNLOAD

Getting Your Feet Wet with Adobe InDesign CS3 Templates

Gabriel Powell
9780321495884, $9.99

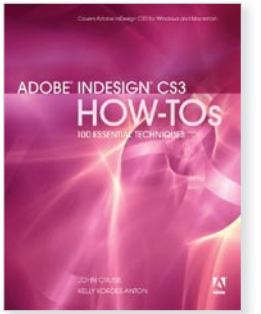
This digital Short Cut, taken from the book *Instant InDesign*, takes you through the essentials of customizing and using existing templates, including the templates that ship with Adobe InDesign CS3. These templates are preset with a layout that includes grids, master pages, style sheets, and text and graphic placeholders—providing a convenient, professional-looking start for your publications and saving hours of labor.

ONLINE VIDEO

InDesign CS3 Basic Layout: Video QuickStart

Peachpit Press
9780321509055, $29.99

Organized into the most relevant InDesign tasks, this video makes it easy to quickly find the specific task you need help with. Learn the basics of an InDesign project in a print environment, including formatting text; working with objects and frames; manipulating color and transparency; and more. Make your purchase at Peachpit.com, log in, and within minutes you'll be learning at your desktop!

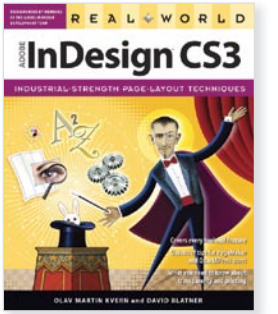


Adobe InDesign CS3 How-Tos: 100 Essential Techniques

John Cruise and
Kelly Kordes Anton
9780321508959, $24.99

This info-packed guide lets you get right down to work by focusing on just the InDesign CS3 features you're most likely to use and showcasing each in a stand-alone tip—complete with a relevant hint or two and a graphic example. In this fashion, you learn as you go, exploring the program in a way that makes sense to you. Before you know it, you'll be using the Bridge to manage your files, object styles to format your images, snippets to save layout parts for reuse, and much more!

BEYOND THE BASICS



Real World Adobe InDesign CS3

Olav Martin Kvern and
David Blatner
9780321491701, $49.99

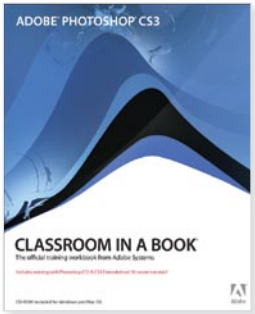
Real World Adobe InDesign CS3 offers industrial-strength and time-saving techniques for design professionals who need to start laying out, proofing, and printing pages with InDesign CS3, without missing a beat (or a deadline!) in their fast-paced production cycles. Design pros will find everything they need here to successfully master InDesign's advanced page layout tools, manage color, snippets, and use the program more efficiently.

Instant InDesign: Designing Templates for Fast and Efficient Page Layout in Adobe Creative Suite 3

Gabriel Powell
9780321495716, $49.99

Instant InDesign takes you step-by-step through the essentials of using existing InDesign CS3 templates or creating and customizing your own. With key design concepts, including the 10 Principles of Great Design, and real-world advice for ad, catalog, and magazine layouts, *Instant InDesign* is your best single resource for fast and efficient print production.

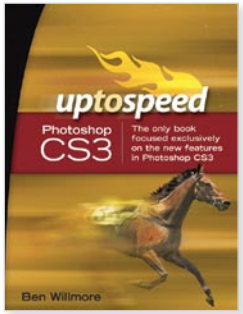
GETTING STARTED



Adobe Photoshop CS3 Classroom in a Book

Adobe Creative Team
9780321492029, $54.99

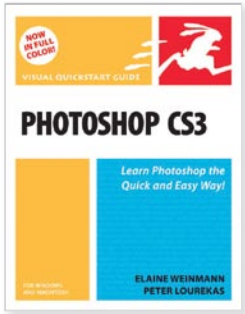
Simple step-by-step instructions, review questions at the end of each chapter, and a companion CD with all of the book's project files make learning a breeze as the Adobe Creative Team takes you on a self-paced tour of Photoshop CS3. Completely revised to cover all the new features, you'll get a tour of the software and then progress to more complex topics like color management, Web graphics, and photo retouching.



Adobe Photoshop CS3: Up to Speed

Ben Willmore
9780321514295, $29.99

Rather than sift through hundreds of pages detailing every last Photoshop feature and function, you can go directly to the new features that interest you most and get the explanations you desire in classic Ben Willmore style—intuitive, crystal clear, and in-depth. Including just enough information about older features to make the new ones understandable, Ben shows you not only which buttons to push but why.

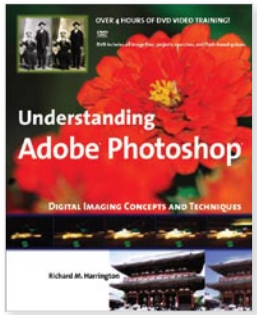


Photoshop CS3 for Windows and Macintosh: Visual QuickStart Guide

Elaine Weinmann and Peter Lourekas
9780321473790, $29.99

Best-selling authors Elaine Weinmann and Peter Lourekas take readers step by step through all of today's Photoshop essentials: from importing digital photos through basic color manipulation and image correction to painting, masking, using filters, and more. Hot topics like working with Camera Raw, using the improved Photomerge command, and much more are all covered—now in full color!

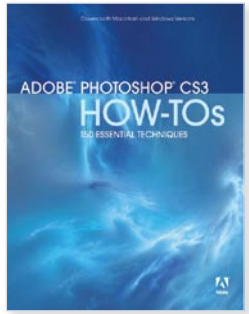
BEYOND THE BASICS



Understanding Adobe Photoshop: Digital Imaging Concepts and Techniques

Richard M. Harrington
9780321368980, $44.99

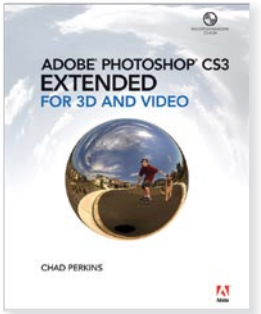
If you're exploring a career in digital imaging or design, then you're likely to encounter Photoshop along the way—you probably already have. But how well do you know it? This book goes beyond the school newspaper or internship and teaches you the fundamental digital imaging techniques in Adobe Photoshop and Photoshop Elements that you'll need to succeed both in the classroom and the workforce. This book covers the basics and delves into specific skills, tricks, and uses in multimedia.



Adobe Photoshop CS3 How-Tos: 100 Essential Techniques

Chris Orwig
9780321509048, $24.99

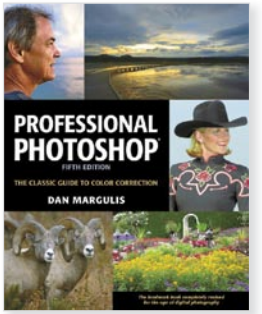
Manage files with Bridge, use Photomerge to combine multiple images, tweak colors with advanced color-correction features—these are just a few techniques covered in this invaluable guide to Photoshop CS3. You'll learn how Photoshop works as part of the Creative Suite to create graphically rich content for the Web, motion graphics, and mobile devices. Includes coverage of Photoshop Lightroom, where users import, select, develop, and share photos.



Adobe Photoshop CS3 Extended for Video and 3D

Chad Perkins
9780321514349, $59.99

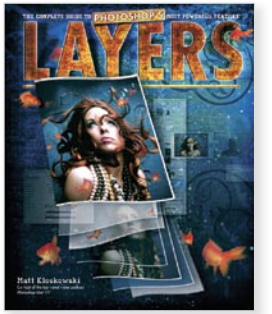
Author Chad Perkins, an experienced video presenter and classroom instructor, covers the new features of Adobe Photoshop CS3 Extended for Video and 3D. This book targets both Photoshop users who want to learn about video and 3D through the lens of their favorite application as well as video producers and 3D artists who need to see how Photoshop integrates into their workflow. Topics include using Video Layers for sophisticated special effects, applying camera effects and lighting to 3D objects, and more.



Professional Photoshop: The Classic Guide to Color Correction, Fifth Edition

Dan Margulis
9780321440174, $59.99

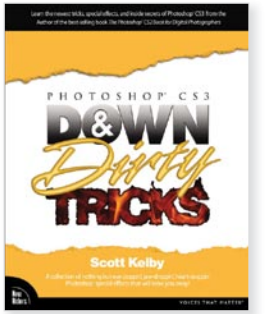
This commonsense, by-the-numbers approach of *Professional Photoshop* has shaped the workflows of a generation of Photoshop experts. This new edition continues the book's tradition of introducing astoundingly effective, previously unknown methods of image enhancement. With almost 90 percent new content and completely overhauled coverage of curves, channel blending, and sharpening, this is a volume that every Photoshop aficionado should have on the shelf.



Layers: The Complete Guide to Adobe Photoshop's Most Powerful Feature

Matt Kloskowski
9780321534163, $39.99

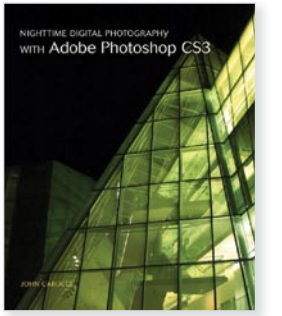
When Photoshop guru Matt Kloskowski was asked why he wrote this book, he replied, "It's simple: I wanted to write the Photoshop book that I wished was around when I was learning Photoshop." Readers will learn all facets of Photoshop layers including: working with and managing multiple layers; building multiple layered images; blending layers together; exactly which of the 25+ Blend Modes readers need to worry about (there are just a few); Layer Masking; using layers to enhance and retouch photos; and more.



Photoshop CS3 Down & Dirty Tricks

Scott Kelby
9780321503053, $44.99

The busiest man in the Photoshop business, Scott Kelby, reveals all of his Photoshop CS3 tricks, including ones that take advantage of this version's newest features! Each two-page spread includes step-by-step instructions (each of which is accompanied by a graphic) for creating a Photoshop effect as well as productivity-enhancing tips in the margins.

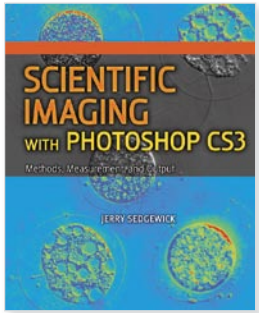


Nighttime Digital Photography with Adobe Photoshop CS3

John Carucci
9780321503541, $49.99

This book explains why night photos turn out the way they do and shows how to avoid or correct problems, and take advantage of every low-light situation. Whether you're photographing a spectacular sunset or shooting stars, this guide will help you make the most of your equipment and use the best features of Photoshop CS3.

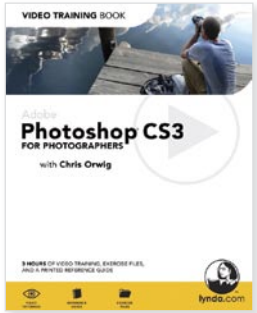
BEYOND THE BASICS



Scientific Imaging with Photoshop CS3: Methods, Measurement, and Output

Jerry Sedgewick
9780321514332, $75.00

The only reference book for Photoshop methods specific to scientific researchers! This book covers the best procedures for capturing and outputting images; the best methods for getting great images through a variety of microscopes; how to set up your computer so that your images are represented accurately onscreen; basic image-editing techniques; and more advanced techniques of particular interest to scientists.

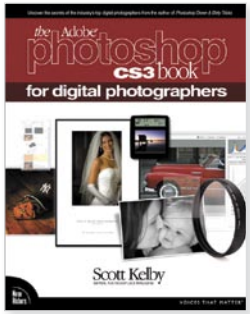


Adobe Photoshop CS3 for Photographers: Video Training Book

Chris Orwig
9780321445476, $49.99

Benefit from the best of both mediums—video-based training and a printed guide! Each Lynda.com Video Training Book offers hours of instructor-led video instruction, complete with a step-by-step, printed book to guide readers through each tutorial. The video tutorials let readers learn at their own pace, while the book offers a complete reference, helping readers identify the video tutorials they want to watch, giving them the exercise files they need, and highlighting important keyboard shortcuts, tips, notes, and practical advice.

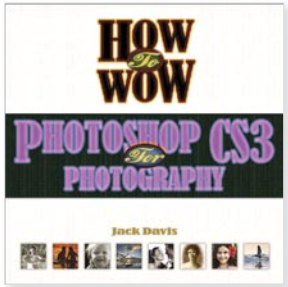
TECHNIQUE & INSPIRATION



Adobe Photoshop CS3 Book for Digital Photographers

Scott Kelby
9780321501912, $49.99

This major update to this award-winning book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly "how to do it." Scott shows you step by step the exact techniques used by today's cutting-edge digital photographers and, best of all, he shows you, flat-out, exactly which settings to use, when to use them, and why.

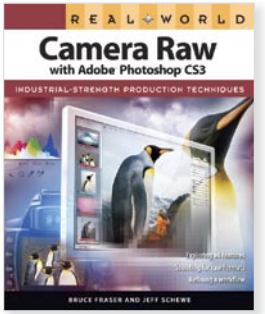


How to Wow: Photoshop CS3 for Photography

Jack Davis
9780321509864, $44.99

Wouldn't it be great if you could have one of the world's most sought-after Photoshop teachers sitting next to you at your computer as you navigate through the infinite possibilities of your digital photographic darkroom? Jack guides you step by step through real-world projects and provides tips and techniques on everything from streamlining your workflow to reconstructing priceless heirlooms. You'll be given the tools at every stage of the creative process in order to learn how to wow!

IN-DEPTH REFERENCE



Real World Camera Raw with Adobe Photoshop CS3

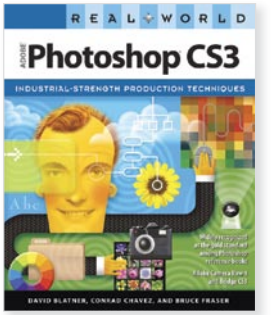
Bruce Fraser and Jeff Schewe
9780321518675, $44.99

This definitive work by renowned digital imaging expert and best-selling author Bruce Fraser has been completely updated for Photoshop CS3 and Camera Raw 4 by internationally acclaimed photographer Jeff Schewe. This book shows you the ins and outs of Camera Raw and real-world techniques for working with raw image captures.

Real World Color Management, Second Edition

Bruce Fraser, Chris Murphy and Fred Bunting
9780321267221, $59.99

No matter how much thought artist and client put into the color scheme for a given project, all of that work is for naught if you can't get your results to match your expectations. In this under-the-hood reference, authors Bruce Fraser, Chris Murphy, and Fred Bunting draw on their years of professional experience to show you everything you need to know about color management. Whether your final destination is print, Web, or film, *Real World Color Management* takes the mystery out of color management.

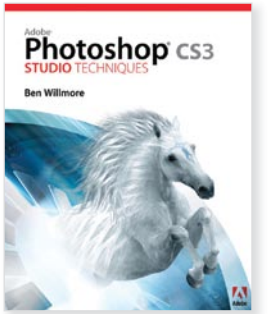


Real World Adobe Photoshop CS3

David Blatner, Conrad Chavez and Bruce Fraser
9780321518682, $59.99

This copiously illustrated book shows you how to sharpen your Photoshop production techniques and provides clear explanations of the concepts that drive them. You will learn about managing color, correcting colors, capturing images, and more. You'll also find complete coverage of Photoshop CS3's new features: a streamlined interface, nondestructive Smart Filters, new Quick Selection and Refine Edge tools, improved Curves, automatic layer alignment and blending, and more.

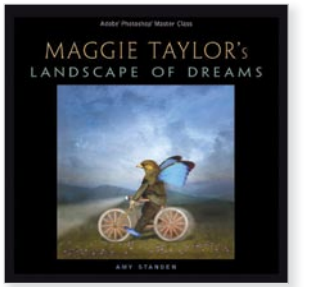
TECHNIQUE & INSPIRATION



Adobe Photoshop CS3 Studio Techniques

Ben Willmore
9780321510464, $55.00

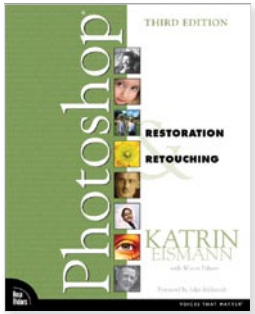
World-renowned Photoshop instructor and best-selling author Ben Willmore writes in his signature style—intuitive, crystal clear, and in-depth—helping you gain the deep understanding needed to master Photoshop's most essential features. Complex concepts like Curves and Channels are broken down into easy-to-digest metaphors and descriptions, making it possible to quickly adapt them into your daily workflow. Whether you're a photographer, designer, production artist or hobbyist, this book will change the way you think about Photoshop.



Adobe Photoshop Master Class: Maggie Taylor's Landscape of Dreams

Amy Standen
9780321306142, $40.00

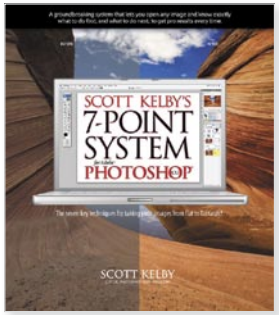
For technically oriented visual artists, this book approaches Photoshop squarely from the artist's perspective by taking you inside the process of one of the best, Maggie Taylor. This beautiful full-color book features vivid artwork, insightful analysis, and a detailed look at how one artist makes Photoshop work for her. In this specially designed master class, Maggie provides a rare peek into how she uses Photoshop in her artistic process as well as insight into the questions inherent in digital art.



Adobe Photoshop Restoration & Retouching, Third Edition

Katrin Eismann and Wayne Palmer
9780321316271, $49.99

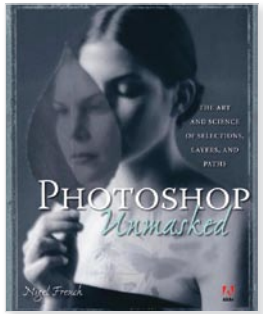
Whether you're a professional photographer or the family shutterbug, you can't afford to miss this book. Clear step-by-step instructions using professional examples highlight the tools and techniques photographers, restoration studios, and beauty retouchers use to restore valuable antique images, retouch portraits, and enhance glamour photography.



Scott Kelby's 7-Point System for Adobe Photoshop CS3

Scott Kelby
9780321501929, $49.99

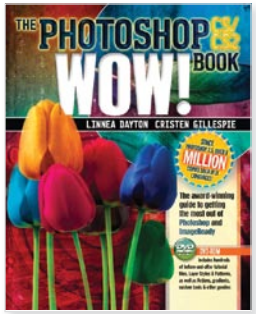
You can't beat the system! Get Scott's latest book, unleash his 7-Point System, and there won't be an image that appears on your screen that you won't be able to enhance, fix, edit, and finish yourself! Scott Kelby unveils an exciting, brand-new way of thinking and working in Adobe Photoshop that will not only change the industry again, but will change the way we all work in Photoshop forever, so we can finally spend less time fixing our images, and more time finishing them.



Adobe Photoshop Unmasked: The Art and Science of Selections, Layers, and Paths

Nigel French
9780321441201, $44.99

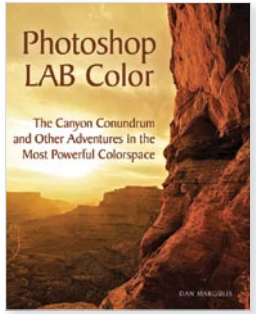
Making clean, efficient selections are essential skills for any Photoshop user, from beginner to professional. Using step-by-step examples, this book clarifies often-misunderstood selection methods, shows which masks best select a range of tone or color, and demonstrates how the right tools and techniques can help transform even the most mediocre picture into a polished image, saving you hours of time.



The Photoshop CS / CS2 Wow! Book

Linnea Dayton and Cristen Gillespie
9780321213457, $59.99

Ever since Photoshop version 2.5, *The Photoshop Wow! Book* has enlightened and inspired graphic designers, illustrators, and photographers around the globe. This edition delivers the familiar award-winning mix of explanations and step-by-step tutorials for creating both commercial and fine-art images, with tips and beautiful galleries that distinguish this book as the most inspiring Photoshop resource around.

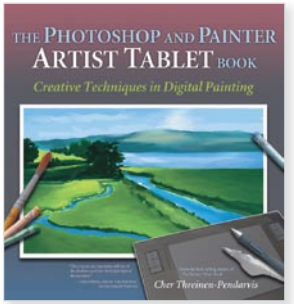


Photoshop LAB Color: The Canyon Conundrum and Other Adventures in the Most Powerful Colorspace

Dan Margulis
9780321356789, $54.99

You've heard about the wonders of Photoshop's LAB color processing capabilities. You've also heard how complex it is and perhaps that kept you from tackling it—until now. This guide shows that you can derive enormous benefits from just a few simple LAB tools and techniques. With recipes for improving images and a CD with the files needed to complete the book's exercises, you'll find everything you need to begin taking advantage of LAB color.

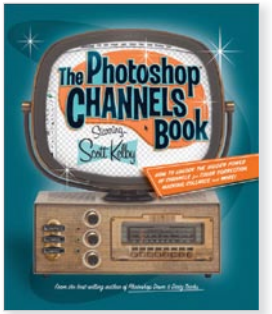
Would you like to read one of these books as an eBook? Visit **www.peachpit.com/ebooks** to purchase your digital copy.



Photoshop and Painter Artist Tablet Book: Creative Techniques in Digital Painting

Cher Threinen-Pendarvis
9780321168917, $54.99

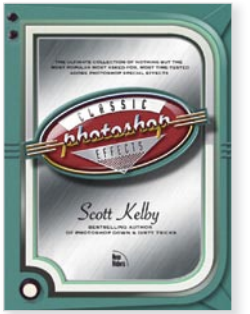
This book uses traditional drawing and painting theory exercises, coupled with real-life projects, to show readers how they can use Painter and Photoshop with pressure-sensitive tablets to draw and paint with a computer. In this gorgeous, full-color book, award-winning artist Cher Threinen-Pendarvis takes readers through projects designed to improve their drawing, composition, and conceptual thought processes while exploring the brushes available in Painter and Photoshop.



The Photoshop Channels Book

Scott Kelby
9780321269065, $39.99

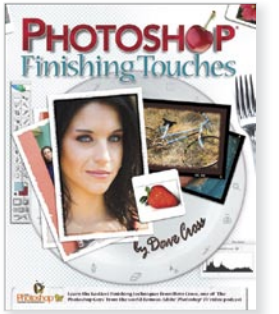
Using Photoshop without taking advantage of channels is a bit like attempting to make a fine recording with nothing but a crummy cassette recorder: it works, but the results aren't very satisfying. With this book's results-intensive tutorials, you'll quickly discover the amazing things you can accomplish, using Photoshop to separate images into channels so that you can then alter the image's color and opacity, duplicate it, move it, and more.



Photoshop Classic Effects: The Essential Effects Every User Needs to Know

Scott Kelby
9780321272256, $44.99

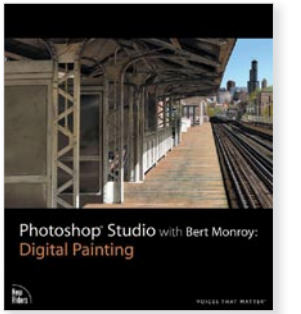
Inspired by the column of the same name in *Photoshop User* magazine, this book shows you exactly how to do the same special effects you see every day in magazines, on TV, and on the Web. These are "The Classics"—those tried and true effects that are everywhere—and for a lot of professional photographers and designers, these effects are their bread and butter (as you'll see inside the book). It's not the wild stuff, it's not the weird stuff—it's the stuff you can really use—the stuff clients always ask for (and expect that you'll know).



Photoshop Finishing Touches

Dave Cross
9780321441669, $39.99

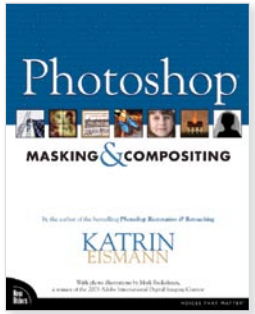
If you're looking for ways to make your Photoshop images "pop"—to add that final touch that drives your point home—this is the book for you. The first book devoted exclusively to the topic, this guide offers a treasure chest of creative finishing techniques—each with simple step-by-step instructions and lavish full-color illustrations as well as variations and directions for creating reusable templates.



Photoshop Studio with Bert Monroy: Digital Painting

Bert Monroy
9780321515872, $49.99

This book is the culmination of years of work and experimentation. Bert demonstrates step by step the techniques required to build stunning digital paintings. This book not only shows the reader how to construct photorealistic images but also the process and painstaking patience that's required to create truly magnificent work.



Photoshop Masking & Compositing

Katrin Eismann
9780735712799, $54.99

Designers, photographers, and artists are using Photoshop to create fantastic and realistic images for illustrations, fine art, and editorial content. Whether they're landscape or portrait photographers, illustrators or fine artists, masking and compositing are essential skills to master for combining images so that it is impossible to tell where one image stops and the other one begins.

Best of Adobe Photoshop TV: Season 1

Dave Cross, Scott Kelby and Matt Kloskowski
9780321497338, $49.99

The most popular technology podcast in iTunes is now the hottest instructional video. Get ready for two hours of awesome Photoshop video tips from the hosts of Adobe Photoshop TV—Scott Kelby, Dave Cross, and Matt "Rockin' the Houski" Kloskowski. We've collected the best cutting-edge tutorials, tricks, and shortcuts from the first 20 episodes of Adobe *Photoshop TV* and put them all together in a productivity-packed online video.

Articles, Podcasts, Interviews, Blogs, and More!

At Peachpit.com you can read articles and tips from the experts behind the books, comment on our blog, view podcasts with our bestselling authors, and much more.

Author Tips podcast

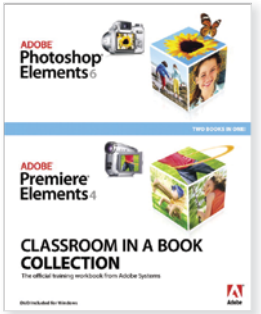
Peachpit's Author Tips podcasts include recordings of live demos of topics ranging from creating a videoblog to using CSS on your Web site. This series captures the unique styles of Peachpit authors as they demonstrate the latest tips, tricks, shortcuts, and instruction for many of their favorite technology topics.

Catch an episode of Peachpit TV and listen to Publisher Nancy Aldrich-Ruenzel as she interviews authors about their new books.

Peachpit TV

While you're visiting Peachpit.com, take a moment to sign up for our free newsletters at **www.peachpit.com/newsletters**. You can choose from our popular What's New at Peachpit newsletter as well as newsletters on Photoshop, Apple, Web Design and Development, Lightroom, Mac tips, and more!

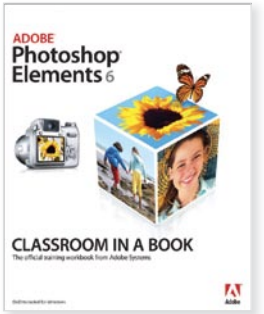
GETTING STARTED



Adobe Photoshop Elements 6 and Adobe Premiere Elements 4 Classroom in a Book Collection

Adobe Creative Team
9780321533951, $64.99

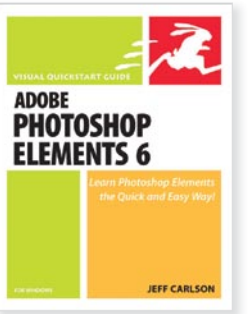
Classroom in a Book, the best-selling series of hands-on software training workbooks, helps you learn the features of Adobe software quickly and easily. Here to make sure you master Photoshop Elements 6 and Premiere Elements 4 is a convenient collection that combines two best-selling books into one. You'll get countless tips and techniques to help you become more productive with the programs' new features. A companion DVD includes lesson files and media.



Adobe Photoshop Elements 6 Classroom in a Book

Adobe Creative Team
9780321524652, $39.99

Adobe Photoshop Elements 6 Classroom in a Book is the most thorough and comprehensive way for new users to master all the new features in Adobe's consumer-targeted image editing software. Each chapter in this step-by-step, project-based guide contains a project that builds on the reader's growing knowledge of the program, while end-of-chapter review questions reinforce each lesson. Readers will learn the basics of editing their images with Photoshop Elements and will learn how best to use the program's many new features.

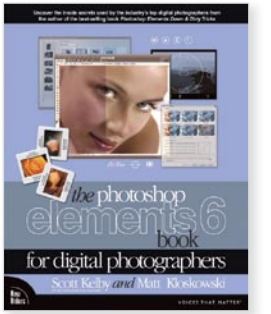


Adobe Photoshop Elements 6 for Windows: Visual QuickStart Guide

Jeff Carlson
9780321524638, $24.99

With *Adobe Photoshop Elements 6 for Windows: Visual QuickStart Guide*, readers can start reading from the beginning of the book to get a tour of the interface and start with image-editing basics, or they can look up specific tasks to learn just what they need to know. This task-based, visual reference guide uses step-by-step instructions and plenty of screenshots to show readers how to capture photos, reduce red eye, correct color, work with layers, and much more.

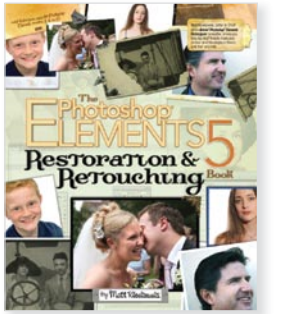
TECHNIQUE & INSPIRATION



The Photoshop Elements 6 Book for Digital Photographers

Scott Kelby
9780321524645, $44.99

If you're looking for one of those "tell-me-everything-about-the-Unsharp-Mask-filter" books, this isn't it. Instead, this fully updated bestseller gives you the inside tips and tricks of the trade for correcting, editing, sharpening, retouching, and presenting your photos like a pro. You'll be absolutely amazed at how easy and effective these techniques are—once you know the secrets.



Photoshop Elements 5 Restoration and Retouching Book

Matt Kloskowski
9780321481658, $34.99

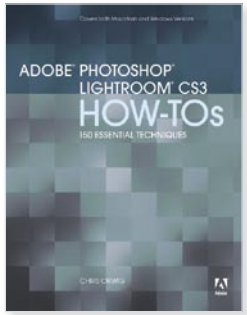
Bring out all your old storage boxes of photos and open up all the images you've shot that were just "okay." Matt Kloskowski shows you how to restore old photos and retouch newer ones to make your images go from so-so to great. Matt trains thousands of people each year, showing them exactly how to make their photos (and the people in those photos) look their very best. He won't bog readers down with unnecessary details, but instead will show them the best techniques in Photoshop Elements to make the best images.

Adobe® Photoshop® Lightroom® Resource Center

If you're a serious photographer who works with a lot of images every day, Adobe's Photoshop Lightroom software can help streamline your workflow, enabling you to get more done, faster. Whether you're just learning Lightroom for the first time or looking for pro-level tips to help you do more, better, we've got the resources to help. In Peachpit's Adobe Lightroom Resource Center, you'll find excerpts from our latest books as well as free articles, interviews, podcasts, and downloads from today's leading Photoshop and Lightroom instructors.

www.peachpit.com/lightroom

GETTING STARTED



Adobe Photoshop Lightroom How-Tos: 100 Essential Techniques

Chris Orwig
9780321526373, $24.99

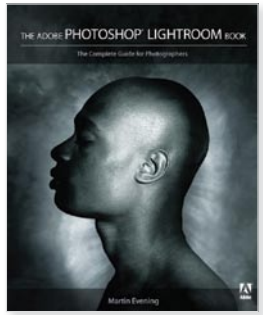
Adobe Photoshop Lightroom How-Tos: 100 Essential Techniques cuts to the chase to give you the information you need to master Lightroom, one tip at a time. New Lightroom users will find the book an easy and accessible way to learn the program. Each technique is presented in a self-contained unit of one or two pages so users can dive in and start working right away, unencumbered by lengthy descriptions or technical detail.

TECHNIQUE & INSPIRATION

The Adobe Photoshop Lightroom Book for Digital Photographers

Scott Kelby
9780321492166, $39.99

Scott Kelby brings his award-winning, step-by-step, plain-English style to this groundbreaking new book that doesn't just show you "which sliders do what" (every Lightroom book does that). This book takes you beyond that to reveal the secrets of the new digital photography workflow, and he does it using simple, yet brilliant techniques that make this just an incredible learning tool.

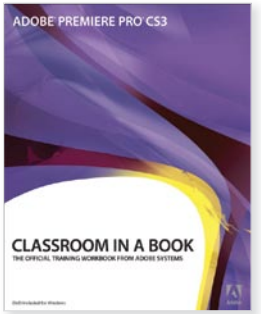


Adobe Photoshop Lightroom Book: The Complete Guide for Photographers

Martin Evening
9780321385437, $40.00

The Adobe Lightroom Book, written by professional photographer and best-selling author Martin Evening, describes Lightroom's features in detail and with photographers in mind. As an established commercial and fashion photographer, Martin knows firsthand what photographers need for a more efficient workflow. He's been working with Lightroom from the beginning, providing feedback to Lightroom's public beta and monitoring the product's development.

Would you like to read one of these books as an eBook?
Visit **www.peachpit.com/ebooks** to purchase your digital copy.



Adobe Premiere Pro CS3 Classroom in a Book

Adobe Creative Team
9780321499806, $54.99

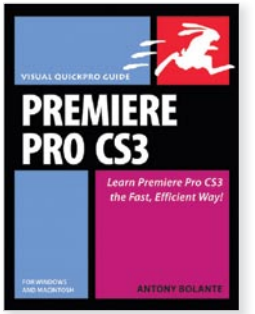
Here to make sure you master Premiere Pro is a self-paced, project-based guide from the folks behind the software. You'll become more productive with the latest version, Premiere Pro CS3, and its new features. A companion CD includes lesson files and media.

ONLINE VIDEO

Premiere Pro CS3 Basic Editing: Video QuickStart

Peachpit Press
9780321501844, $29.99

This video is designed for any user to get up and running quickly. It is organized into the topics and tasks most relevant to beginning and intermediate Premiere Pro users. After viewing this video, you will understand the essentials of the editing process in Premiere Pro from beginning to end. Start your own project, capture footage from video tape, import digital files, edit together and export your project for Web, DVD or broadcast. Make your purchase at Peachpit.com, log in, and within minutes you'll be learning at your desktop!



Premiere Pro CS3 for Windows and Macintosh: Visual QuickPro Guide

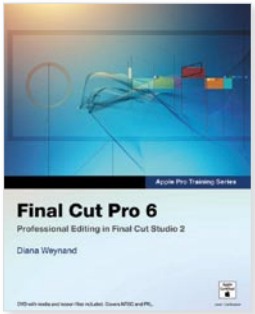
Antony Bolante
9780321526359, $39.99

Need to learn Adobe Premiere Pro skills quickly? Try a Visual QuickPro Guide! This valuable reference gives you advanced step-by-step tutorials, enhanced by tips, sidebars, and plenty of visual aids to shows you how to effectively and efficiently import and manage footage, view and edit layers, apply effects, animate type, and more. You'll learn about key features with real-world examples of how and when features should be used, including what's new in Premiere Pro CS3.

Online Video

Peachpit now offers Video QuickStarts and many other online training videos! Whether you're learning Premiere Pro, Photoshop, or some other creative application, our new lineup of video products includes instruction from our top authors and our top series. These videos can be accessed on our website. Once you make your purchase, all you have to do is log in, and within seconds you can start learning whatever you need right when you need it.

www.peachpit.com/video



Apple Pro Training Series: Final Cut Pro 6

Diana Weynand
9780321502650, $54.99

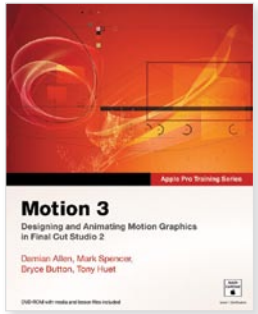
Completely revised for Final Cut Pro 6 and featuring all new footage from the USA Network series *Monk*, BBC's *Living Color*, and SeaWorld's *Believe* documentary, this best-selling, Apple-certified guide provides a strong foundation in all aspects of video editing. Renowned author Diana Weynand starts with basic video editing techniques and takes you all the way through Final Cut Pro's powerful advanced features.

ONLINE VIDEO

Final Cut Pro Basic Editing: Video QuickStart

Peachpit Press
9780321501776, $29.99

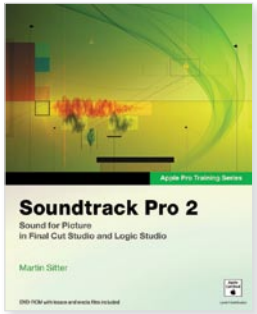
This video will have you up and running in no time with Apple's leading video editing software! After a tour of the Final Cut Pro interface and instruction on setting up your project, you will quickly jump into tasks that include creating a sequence; marking and logging clips; importing image and audio files; scrubbing clips and jumping edits; timeline scaling, scrolling and zooming; viewing transitions and effects; creating animated titles; and more. Make your purchase at Peachpit.com, log in, and within minutes you'll be learning at your desktop!



Apple Pro Training Series: Motion 3

Damian Allen, Mark Spencer, Bryce Button, and Tony Huet
9780321509109, $54.99

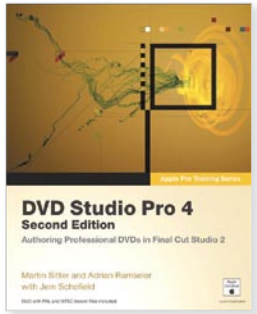
In this guide to Apple's revolutionary motion graphics software, you'll create a 3D TV station ID, a sophisticated DVD motion menu, a network-style title sequence, a lower-third overlay, and several high-end commercials as you master Motion 3. Each chapter represents a complete lesson with a commercial-quality project to work through as you learn.



Apple Pro Training Series: Soundtrack Pro 2

Martin Sitter
9780321502667, $54.99

There's no better way to learn how to create professional audio files for film or video than with this self-paced, Apple-certified guide to Soundtrack Pro 2—the only digital audio tool designed specifically for Final Cut Pro editors.



Apple Pro Training Series: DVD Studio Pro 4, Second Edition

Martin Sitter and Adrian Ramseier with Jem Schofield
9780321501899, $54.99

Now the best-selling book on DVD Studio Pro is even better. Updated for DVD Studio Pro 4.2, this Apple-certified book uses striking, real-world footage (including the HD documentary *One-Six-Right*) to build four complete DVDs. This revised edition covers integration with Final Cut Pro 6, Motion 3, and Compressor 3, as well as the new SD-to-HD workflow.

GETTING STARTED

DVD Studio Pro 101: Mastering DVD Studio Pro

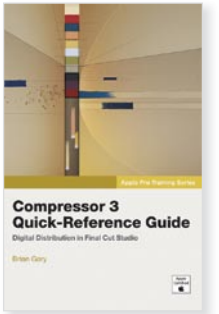
macProVideo.com
9780321514202, $49.50

This program shows you major areas of DVD-Video authoring, including designing menus and video for use in DVDs, ceating subtitles and alternate language menus, using alternate angles and video streams, and outputting your final DVD-Video. You'll learn how to encode video for DVDs, what frame rates and dimensions you should use, and even the frame-by-frame theory about how MPEG-2 video is encoded. *Mastering DVD Studio Pro* gets into deep theory about displaying digital video on television screens.

Apple Pro Training Series: Color

Michael Wohl and David Gross
9780321509116, $54.99

This guide to Apple's masterful new color grading and finishing application starts with the basics of color balancing and correction and moves on to the fine points of secondary grading. Topics include scene matching, using vignettes to isolate and track regions, creating advanced color effects and "looks," skin tone adjustments, and adjusting the composition and framing of a shot. As with the other titles in the Apple Pro Training Series, each chapter in this Apple-authorized guide represents a complete lesson—with a project to complete and a review section to reinforce the lessons.



Apple Pro Training Series: Compressor 3 Quick-Reference Guide

Brian Gary
9780321514226, $29.99

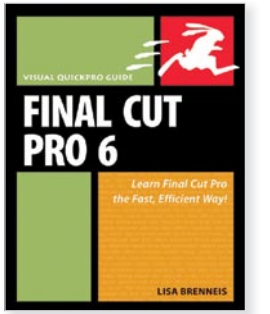
This book is designed for both intermediate and advanced Compressor users. Author and professional filmmaker Brian Gary helps readers quickly get up to speed, even if they use the software infrequently. It's full of timesaving and alternate workflow tips, tricks, and troubleshooting techniques. The book's compact size makes it easy to fit in a jacket pocket or computer case so that readers have it handy when they need it most. Compressor is a component of Final Cut Studio.

Art of Encoding Using Compressor

Ripple Training
9780321497031, $89.00

Clear, easy-to-follow explanations will have you confidently preparing and exporting your programs so they will look and sound their best. Whether you are creating DVDs for the current Red Laser standard or future-proofing your content for the forthcoming Blue-ray HD DVD standard, we've covered all the bases in this comprehensive video tutorial. Start with the basics, then work your way to some of the more advanced DVD and Web compression concepts while not feeling overwhelmed by technical gobbledygook.

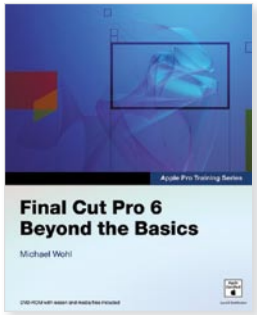
BEYOND THE BASICS



Final Cut Pro 6: Visual QuickPro Guide

Lisa Brenneis
9780321502698, $34.99

This updated, best-selling guide from DV expert Lisa Brenneis provides task-based, step-by-step instructions along with loads of visuals and time-saving tips that will help busy readers quickly find what they need to know about Final Cut Pro. Topics covered include essential editing operations and media-management strategies, transitions and motion effects, filters, rendering options, features new to version 6, and more.



Apple Pro Training Series: Final Cut Pro 6: Beyond the Basics

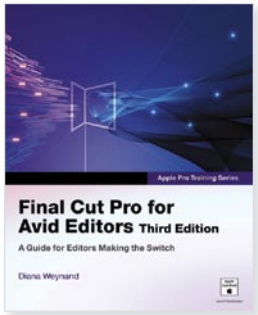
Michael Wohl
9780321509123, $54.99

In this Apple-authorized guide, director and filmmaker Michael Wohl teaches the advanced skills that editing professionals need to know most. Using professional broadcast, documentary and dramatic footage, Wohl delivers a comprehensive course in video editing and finishing, with hands-on projects to complete as you go.

Final Cut 102: The Science of Final Cut Pro

macProVideo.com
9780321514196, $49.50

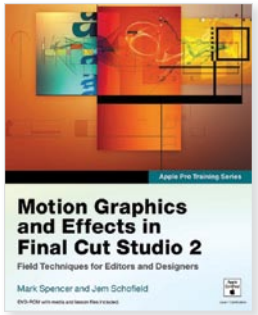
Video editing is mostly science ... blending pixels over time to create the illusion of motion is the fundamental principle at work whenever you edit in Final Cut. Consequently, it pays in spades to understand the science behind video. Using routines honed in the classroom, Martin Sitter demystifies frame rates, fields, video resolution and aspect ratios through easy-to-understand examples. These fundamental concepts supply a solid base to build upon, which Martin quickly does.



Apple Pro Training Series: Final Cut Pro for Avid Editors, Third Edition

Diane Weynand
9780321515391, $49.99

Using Avid images and terminology, master teacher Diana Weynand shows you how to perform the tasks you've been doing in Media Composer by using Final Cut Pro instead. The book makes the transition easy. Each chapter presents a complete lesson in some aspect of Final Cut Pro with a project to complete, a review section, and exercises to reinforce the lessons.



Apple Pro Training Series: Motion Graphics and Effects in Final Cut Studio 2

Mark Spencer and
Jem Schofield
9780321509406, $54.99

This practical, focused book explains how to create motion graphics and effects using Motion, LiveType, and Final Cut Pro, all included in Final Cut Studio. Each chapter in this Apple-authorized guide represents a complete lesson—with a project to complete and a review section to reinforce the lessons. Author and video editor/producers Mark Spencer and Jem Schofield introduce the basics of creating an animated title sequence with Final Cut Pro and LiveType.

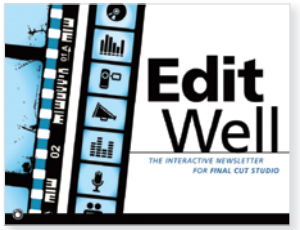
Color Correction in Final Cut Pro

Ripple Training
9780321497048, $99.00

The definitive video on Color Correction in Final Cut Pro. Cinematographer and Editor Andrew Balis will help you see your next project through the eyes of a colorist. In a short time you will be confidently evaluating your images, adjusting contrast and color balance and if you've done your job correctly, enhancing the emotional impact of your story.

IN-DEPTH REFERENCE

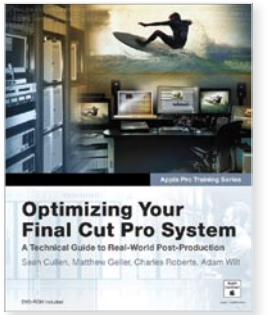
PDF SUBSCRIPTION



Edit Well: The Interactive Newsletter for Final Cut Studio

Larry Jordan, Editor
9780321480644, $59.99

Sign up today to receive 12 beautiful and informative issues of *Edit Well* delivered to your inbox as a rich media PDF that you can read online or print. We bring you advice from such Final Cut experts as Philip Hodgetts, Kevin Monahan, Mark Spencer, Bruce Nazarian, and Tom Wolsky. *Edit Well* includes: Video tutorials to help you maximize your Final Cut Studio skills; guidance and tips for the intermediate and advanced user; cutting-edge articles written by Final Cut Studio experts; and more.

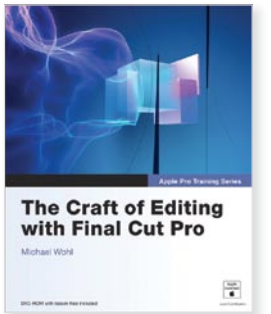


Apple Pro Training Series: Optimizing Your Final Cut Pro System

Sean Cullen, Matthew Geller, Charles Roberts, and Adam Wilt
9780321268716, $54.99

Essential reading for any post-production houses that want to move beyond simple Final Cut Pro installations to produce their film, video, and DVD masterworks, this book explains how to integrate high-end capture cards, storage systems, and other industry-standard hardware into a Final Cut Pro workflow. All this technical information is pulled together into one book that is both a self-paced learning tool and the official curriculum for the Apple Pro Training and Certification Program.

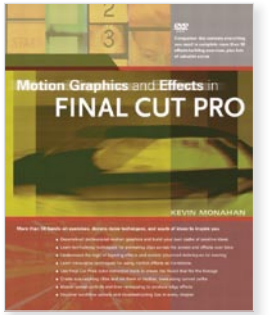
TECHNIQUE & INSPIRATION



Apple Pro Training Series: The Craft of Editing with Final Cut Pro

Michael Wohl
9780321520364, $59.99

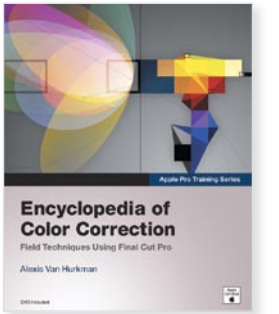
Superbly fitted to a semester-length course, this is the ideal curriculum for a hands-on exploration of advanced editing. In this Apple-authorized training book, director and filmmaker Michael Wohl delivers comprehensive training in professional editing techniques, with projects for readers to complete as they go. Two DVDs of excellent, professional footage and project files give you the chance to work with every genre as you learn.



Motion Graphics and Effects in Final Cut Pro

Kevin Monahan
9780321179159, $44.99

Video effects pro and inspirational instructor Kevin Monahan tackles Final Cut Pro purely from the perspective of its motion graphics and special effects capabilities. His style is passionate yet approachable, as he teaches readers the most essential concepts and the most useful and most efficient techniques—many undocumented elsewhere. A DVD with trial plug-ins, sample project files, and QuickTime movies accompanies this richly illustrated, four-color book—required reading for anyone interested in creating spectacular effects and motion graphics with Final Cut Pro.

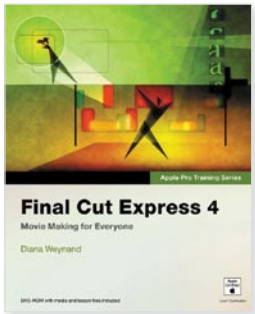


Apple Pro Training Series: Encyclopedia of Color Correction / Field Techniques Using Final Cut Pro

Alexis Van Hurkman
9780321432315, $54.99

No video project is finished until it is color corrected, and no colorist should be without *Encyclopedia of Color Correction*, the only Apple-certified, comprehensive reference to the art, techniques, and engineering of video color correction.

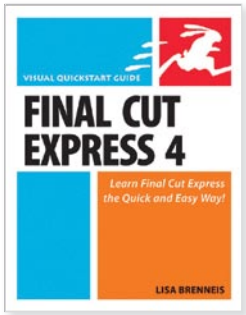
GETTING STARTED



Apple Pro Training Series: Final Cut Express 4

Diana Weynand
9780321534675, $39.99

The only Apple-certified guide to Final Cut Express 4, this book delivers the techniques you need to make movie magic with DV, HDV, or AVCHD footage. Each chapter presents a complete lesson in an aspect of video editing and finishing, with hands-on projects to complete as you go. All the files you need are on the included DVD.



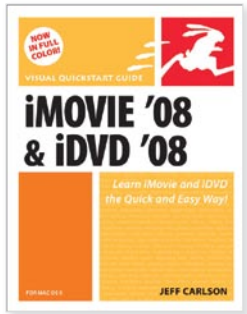
Final Cut Express 4: Visual QuickStart Guide

Lisa Brenneis
9780321544322, $29.99

This is a thoroughly updated task-based guide to the program from best-selling author and digital video expert Lisa Brenneis. Users who are eager to make effective, compelling videos but don't want to invest heavily in training or equipment will welcome Lisa's simple step-by-step instructions, strong visual approach, and sound professional advice.

iLife

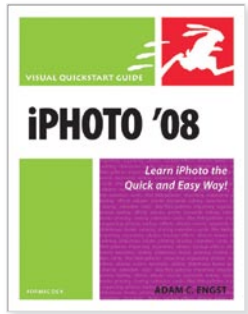
GETTING STARTED



iMovie '08 and iDVD '08 for Mac OS X: Visual QuickStart Guide

Jeff Carlson
9780321501875, $24.99

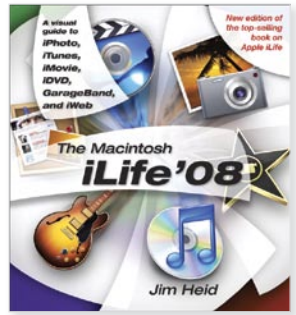
This full-color, amply illustrated, accessible book teaches readers the essential skills necessary for creating compelling movies with iMovie and iDVD. This comprehensive reference covers everything in iMovie '08 and iDVD '08, including the new interface that lets users create a movie intuitively and quickly; expanded format support; an easy-to-browse library that automatically organizes your video clips; and the ability to publish your movie to the Web on your .Mac homepage or directly to YouTube.



iPhoto '08 for Mac OS X: Visual QuickStart Guide

Adam Engst
9780321501882, $24.99

This task-based, visual guide uses step-by-step instructions and hundreds of full-color screenshots to teach beginning and intermediate users how to make the most out of their digital photos with the new iPhoto '08. Perfect for anyone who needs to learn the program inside out, this guide covers everything in iPhoto '08, including automatically organizing photos by event; new editing tools that allow the user to paste a set of adjustments from one photo into another; creating new hardcover photo books and large-font calendars; sharing photos via the .Mac Web Gallery; and more.

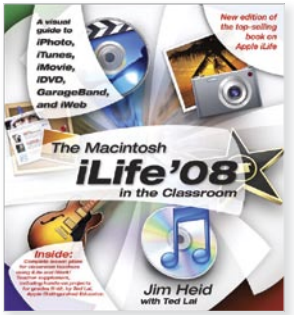


The Macintosh iLife '08

Jim Heid
9780321501905, $39.99

In *The Macintosh iLife '08*, longtime digital media guru Jim Heid makes the most of iLife '08 by delivering a highly interactive, engaging learning experience. This book is beautifully illustrated and contains tips, and project ideas, that readers can turn to for all things iLife '08. The updated coverage includes the latest products in iLife '08: iDVD, iPhoto, iMovie, GarageBand, .Mac Web Gallery, and iWeb. These amazing applications bring out the creative spirit in everyone.

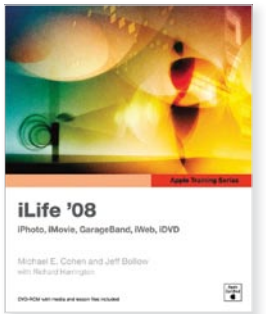
GETTING STARTED



The Macintosh iLife '08 in the Classroom

Jim Heid with Ted Lai
9780321549266, $49.99

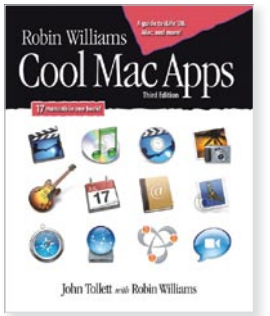
With tools for photography, moviemaking, DVD production, and music creation, Apple's latest iLife '08 software can enhance just about any educational experience. In this fully updated book, longtime digital media guru Jim Heid, along with education expert Ted Lai, provide teachers with both the technical detail they need to work with the software and the lesson plans and projects they need to get students using the tools creatively and effectively. Teachers can then choose from among the 6 full lessons and 20 mini lessons.



Apple Training Series: iLife '08

Michael E. Cohen, Jeff Bollow with Richard Harrington
9780321502674, $39.99

In the only Apple-certified guide to iLife '08, readers will learn how to create dynamic, original projects with iLife within the first few pages. Using real-life material and practical lessons, this book/DVD combo offers a complete, self-paced course in creating and sharing digital music, photos, movies, podcasts, and blogs with iLife '08. Focused lessons take readers step-by-step through everything from burning and printing custom-made CDs with iTunes to creating professional-sounding podcasts and original music compositions with GarageBand.



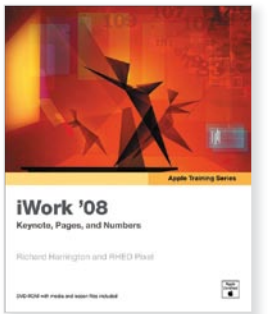
Robin Williams Cool Mac Apps, Third Edition: A Guide to iLife '08, .Mac, and More

John Tollett with Robin Williams
9780321508966, $24.99

This popular book shows readers how to take advantage of the iLife '08 applications that to many are the coolest parts of using a Mac. Through tutorials, tips, and techniques readers will learn how to use each of the powerful applications —individually and as part of an integrated, interactive suite. Friendly, practical instructions will have new and veteran Mac owners using all that's new in the suite in no time.

iWork

GETTING STARTED



Apple Training Series: iWork '08

Richard Harrington and RHED Pixel
9780321501851, $39.99

This Apple-authorized self-paced learning guide takes readers step by step through practical, real-world lessons that cover all aspects of iWork '08. The book is both a self-paced learning tool and the official curriculum of the Apple Training and certification program, used by schools and training centers worldwide, and is ideal for users of all levels.

It's time for you to Take Control with these highly practical, tightly focused PDF downloads from the folks at TidBITS Electronic Publishing. These digital Short Cuts cover Mac OS X, Macintosh applications and hardware, and several digital lifestyle topics as well!

Take Control of Upgrading to Leopard
Joe Kissell
9781933671253, $10.00

Take Control of Customizing Leopard
Matt Neuburg
9781933671277, $10.00

Take Control of Users & Accounts in Leopard
Kirk McElhearn
9781933671314, $10.00

Take Control of Sharing Files in Leopard
Glenn Fleishman
9781933671338, $10.00

Take Control of Fonts in Leopard
Sharon Zardetto
9781933671260, $15.00

Take Control of Buying a Mac
Adam C. Engst
9780975950364, $10.00

Take Control of .Mac
Joe Kissell
9781933671086, $15.00

Take Control of Recording with GarageBand
Jeff Tolbert
9781933671123, $10.00

Take Control of Podcasting on the Mac
Andy Williams Affleck
9781933671062, $10.00

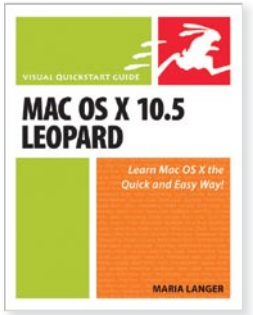
Take Control of Digital TV
Clark Humphrey
9781933671055, $10.00

Take Control of Your iPod: Beyond the Music
Steve Sande
9781933671017, $10.00

Take Control of Buying a Digital Camera
Laurence Chen
9781933671079, $10.00

These PDFs use carefully designed layout and typography for easy on-screen reading and printing, and include bookmarks and links for easy navigation.
For a complete listing, visit **www.peachpit.com**

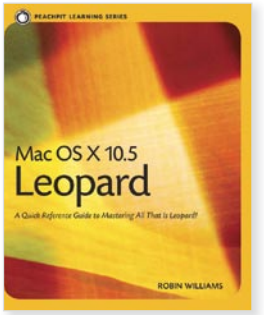
GETTING STARTED



Mac OS X 10.5 Leopard: Visual QuickStart Guide

Maria Langer
9780321496003, $24.99

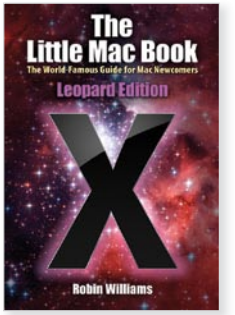
Respected, best-selling author Maria Langer takes readers through Mac OS X's groundbreaking capabilities, including new applications such as Time Machine and Spaces and revamped applications such as Mail, Dashboard, Spotlight, and iCal. With plenty of screenshots to clearly illustrate techniques, this reasonably priced guide is a great reference to the essentials of Apple's major release of Mac OS X Leopard.



Mac OS X 10.5 Leopard: Peachpit Learning Series

Robin Williams
9780321502636, $29.99

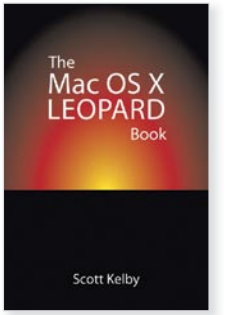
Best-selling author Robin Williams brings her trademark clear, approachable style to this *Peachpit Learning Series* guide on the new Mac operating system, Leopard. The book focuses on what you want to know: what's new in Leopard, what's great about it, and how you can get the most out of it fast. Offering focused lessons that take users step by step through practical, real-world projects, this full-color guide serves as a first-rate primer for anyone who needs to know Mac OS X Leopard inside and out.



Little Mac Book, Leopard Edition

Robin Williams
9780321509413, $19.99

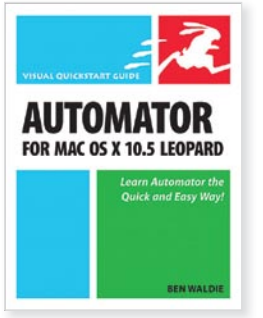
This best-selling little Mac classic has been revised and overhauled to introduce users to Leopard, Apple's newest version of its revolutionary operating system. Now in full-color for the first time, the book walks readers through the new features in Leopard using Robin Williams' jargon-free prose and approachable style.



The Mac OS X Leopard Book

Scott Kelby
9780321543950, $24.99

Using the same proven formula as his best-selling *The iPod Book* and *The Digital Photography Book*, Scott Kelby now tackles the latest Macintosh operating system with *The Mac OS X Leopard Book*. In his signature, inimitable style, Scott teaches you how to do all the most important, most requested, and most useful things you need to know to get the most out of Mac OS X Leopard. With each illustrated page comes a new topic, a new trick, a new piece of information that will have you working better, faster, and smarter than ever.



Automator for Mac OS X 10.5 Leopard: Visual QuickStart Guide

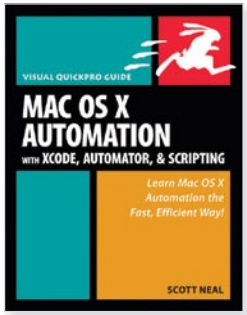
Ben Waldie
9780321539359, $29.99

Using plenty of visual aides, author Ben Waldie introduces readers to how Automator works, and then helps them assemble and use Automator workflows. This book covers the major updates to Automator for Mac OS X Leopard. The updated Automator works with any Mac application, by allowing users to record tasks and play them back. The new Automator has the sophisticated ability to repeat an action until a condition is met (known as looping). These features make Automator more flexible and powerful than ever before.

AppleScript 1-2-3

Sal Soghoian and Bill Cheeseman
9780321149312, $39.99

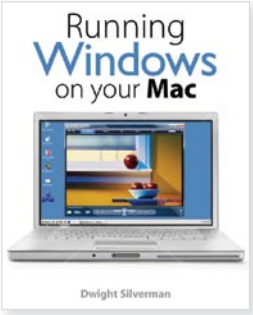
In *AppleScript 1-2-3* Apple's AppleScript product manager Sal Soghoian and AppleScript guru Bill Cheeseman teach beginners how to address nearly any automation task on the Macintosh. Broken down into three parts, the book explains AppleScript fundamentals through a series of hands-on how-tos, offers an in-depth examination of useful AppleScript tools and techniques, and uses sample scripts to demonstrate how to automate Apple and third-party applications.



Mac OS X Automation with Xcode, Automator, and Scripting: Visual QuickPro Guide

Scott Neal
9780321434647, $34.99

Leading tech expert Scott Neal uses crystal-clear instructions and friendly prose to show you how to effectively develop applications and other software for Mac OS X and introduces you to everything that's new in Xcode. Along the way, you'll find extensive coverage of all the program's new features: the Interface Builder, GNU Compiler Collection, improved distributed builds, New Target contextual menus items, support for universal binaries creation, Web Objects tools, and more.



Running Windows on Your Mac

Dwight Silverman
9780321535061, $34.99

With virtualization software, such as Parallels, Boot Camp, and VMWare, computer users no longer have to decide which OS to run: With virtualization software, they can run Windows and Mac OS X side by side on their Intel-based Macs. This book will show readers how to install and run Windows Vista on an Intel-based Mac and use it side by side with Mac OS X 10.5 Leopard—all on one machine. The book takes a step-by-step approach to setting up and using the software, with plenty of screenshots to guide the reader along the way. It will also include guidance on how to use Windows and Mac OS X.

Mac OS X Unix 101 Byte-Sized Projects

Adrian Mayo
9780321374110, $34.99

Based on a popular Web series of Unix tips, this book promises to deliver what most other Unix guides fail to: comprehensive tutorials and instruction on specific Unix subjects, commands, and projects. Arranged into 101 mini tutorials in 11 key technology areas, this book provides all the tricks, techniques, and training that you need to understand the basics, how the system works, and start using it immediately!

Creating a Widget in Dashcode

Ryan Faas
9780321552983, $6.99

Creating a Widget in Dashcode introduces you to the Dashcode environment and walks you through every step in creating your own widgets—be they as simple as a daily photo widget or something on a much grander scale. This digital Short Cut covers: creating widgets from Safari using Web Clip; installing Dashcode; widgets using templates; testing/debugging your widgets; and more.

Rough Cuts

Rough Cuts from Peachpit's Safari Books Online

Sometimes you just can't wait for the book. When you need to gain early access to information on cutting-edge topics, public betas, or your author's next work, now you can turn to the Rough Cuts service from Peachpit's Safari Books Online. With the Rough Cuts service, you'll access books as they are being written. You can choose to purchase electronic access only to the title with unlimited viewing and PDF downloads of each revision, pre-purchase the print book, or get the best of both worlds—electronic access immediately and the print book later. Any way you cut it, you'll be joining a community of readers who are actively blogging about the topic and giving the author practical feedback, and then you'll receive the finished product when it is published.

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Apple Training Series: Mac OS X Support Essentials, Second Edition

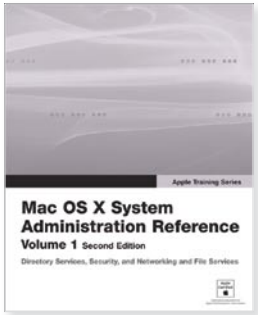
Kevin M. White
9780321489814, $54.99

This updated Apple-certified bestseller will take you deep inside the latest big-cat operating system—covering everything from installation to network configuration, customizing the operating system, supporting applications, setting up peripherals, and more. Whether you're a support technician or simply an ardent Mac user, you'll quickly learn and master the new features in Mac OS X 10.5 Leopard.

Apple Training Series: Mac OS X Server Essentials, Second Edition

Schoun Regan and David Pugh
9780321496607, $59.99

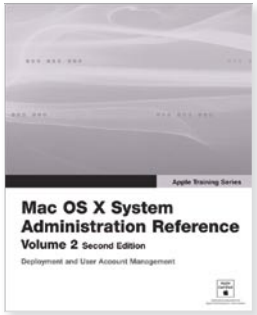
The only Apple-certified book on Mac OS X Server, this reference takes support technicians and ardent Mac users deep inside the server operating system. Keyed to the learning objectives of the Apple Certified Technical Coordinator certification exam, the lessons serve as a perfect supplement to Apple's own training class and a first-rate primer for computer support personnel who need to support and maintain Mac OS X Server as part of their jobs.



Apple Training Series: Mac OS X System Administration Reference, Volume 1, Second Edition

Peachpit Press
9780321502681, $59.99

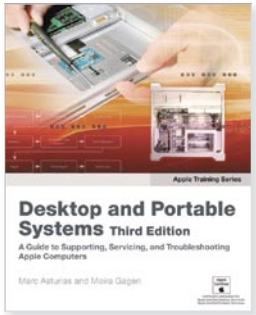
This up-to-date, Apple-certified guide provides in-depth information on Apple technical architecture. You'll learn how to install and configure machines; architect and maintain networks; enable, customize, tune, and troubleshoot a wide range of services; and integrate Mac OS X, Mac OS X Server, and other Apple technologies within a networked environment. The book covers myriad system administration topics from Directory Services integration to Xsan administration.



Apple Training Series: Mac OS X System Administration Reference, Volume 2, Second Edition

Peachpit Press
9780321509734, $54.99

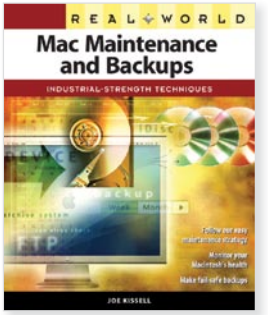
This updated reference provides in-depth information on Mac OS X Server's technical architecture. System administrators, IT professionals, and Mac enthusiasts will learn the details of how to deploy Mac OS X Server within a multiplatform, heterogeneous environment, and how to manage Mac OS X Server accounts. This is the second of two volumes certified by Apple Computer and follows the learning objectives of the Apple Certified System Administrator exam.



Apple Training Series: Desktop and Portable Systems, Third Edition

Marc Asturias and Moira Gagen
9780321455017, $59.99

This authoritative, Apple-certified training course is designed both for professionals who support Apple computers as well as Mac enthusiasts who want to upgrade, service, or troubleshoot their favorite machines. Fully revised, this third edition covers Apple's new Intel models, including the Mac mini, iMac, MacBook, and MacBook Pro. This is the companion curriculum used in AppleCare Technician Training courses worldwide.



Real World Mac Maintenance and Backups

Joe Kissell
9780321492180, $29.99

Are you making reliable backups and performing regular maintenance on your Mac? Macintosh expert Joe Kissell is here to help keep your Mac running smoothly with a set of daily, weekly, monthly, and yearly tasks. You'll find time-tested recommendations that help you set up, test, and maintain your backups, complete with instructions on how to restore after a crash.

Real World Mac OS X Fonts

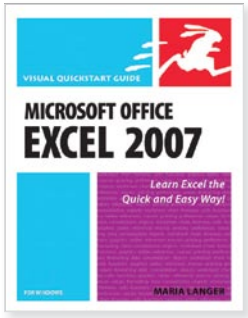
Sharon Zardetto Aker
9780321474018, $39.99

To those of us who work with fonts every day, understanding where fonts reside, why they are there, and what to do about duplication and long font menus is crucial. Follow longtime Mac writer Sharon Zardetto Aker as she covers these issues and proceeds to installation methods; using Font Book; dealing with legacy Mac OS 9 fonts; and making the most of character-rich Unicode fonts. If you've experienced trouble with characters or just want to minimize cross-platform problems and maximize your efficiency with fonts, you need this book's accessible, real-world advice.

The Visual QuickStart Guide Bunny Has a Name!

After publishing the Visual QuickStart Guide series for over 15 years, Peachpit is proud to announce that Moxie™ has been chosen as the name for the well-recognized bunny that has graced the covers of every Visual QuickStart Guide since the series began in 1991. Moxie is a name that denotes skill and determination—the very attributes that the Visual QuickStart Guide series aims to instill in all of its readers! Add some moxie to your skill set today by picking up a Visual QuickStart Guide book to learn any new software application quickly and easily.

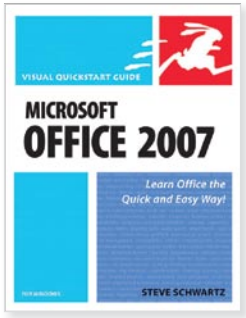
Add Some Moxie™ to Your Skill Set!



Microsoft Office Excel 2007 for Windows: Visual QuickStart Guide

Maria Langer
9780321461520, $21.99

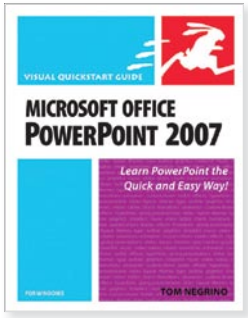
In these pages, veteran author and trusted Excel teacher Maria Langer provides step-by-step instructions for the full gamut of Excel tasks: from worksheet basics like editing, using functions, formatting cells, and adding graphics objects, to more advanced topics like creating charts, working with databases, and Web publishing. As with all Visual QuickStart Guide books, clear, concise instructions and lots of visual aids make learning easy and painless.



Microsoft Office 2007 for Windows: Visual QuickStart Guide

Steve Schwartz
9780321487797, $24.99

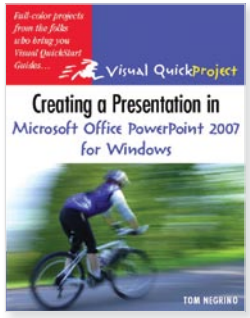
This book is the essential reference tool for the home and small business user, covering everything in the Office Basic, Home & Student, Standard, and Small Business suites. Software covered includes: Word, Excel, OneNote, Outlook, PowerPoint, and Publisher. The easy visual approach uses pictures to guide you through Microsoft Office and show you everything you need to know to get up and running quickly.



Microsoft Office PowerPoint 2007 for Windows: Visual QuickStart Guide

Tom Negrino
9780321498403, $24.99

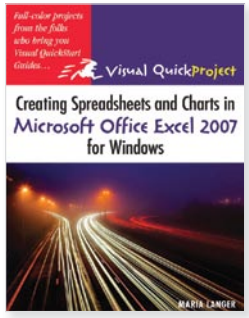
PowerPoint presenter extraordinaire Tom Negrino steps readers through the redesigned user interface and highlights the tools readers will use as they create their presentations. The book features step-by-step instruction on using all the new features in PowerPoint 2007, such as using the dynamic SmartArt Diagrams, custom layouts, applying attractive themes, and how to manipulate and work with your text, tables, charts, and other presentation elements in much richer ways than ever before.



Creating a Presentation in Microsoft Office PowerPoint 2007 for Windows: Visual QuickProject Guide

Tom Negrino
9780321492371, $16.99

If you want to make a great presentation fast but don't want to get bogged down in the details, then you need a Visual QuickProject Guide! PowerPoint presenter extraordinaire Tom Negrino guides readers through a single, basic presentation. He begins with an overview of the redesigned Office interface and highlights the tools readers will use as they create their project. From there, readers begin writing their presentation, gathering images and sound files, choosing a design, working with text, and adding graphics.



Creating Spreadsheets and Charts in Microsoft Office Excel 2007 for Windows: Visual QuickProject Guide

Maria Langer
9780321492388, $16.99

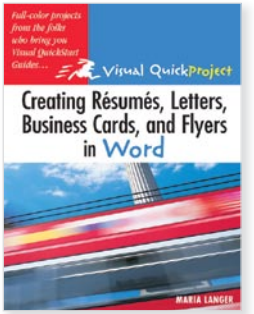
If you want to make great-looking charts and spreadsheets fast but don't want to get bogged down in the details, then you need a Visual QuickProject Guide! Full-color illustrations show you how to perform each step of your project from start to finish, and the companion Web site includes sample files to download, related information, and relevant links!

GETTING STARTED

Microsoft Office 2008 for Macintosh: Visual QuickStart Guide

Steve Schwartz
9780321534002, $24.99

Microsoft's new Office 2008 for the Macintosh will come packed with new ways and tools that will help users work smarter and more efficiently. From the new user interface Elements Gallery, document-layout tools, Excel capabilities for handling common financial tasks, and My Day tool for tracking schedules, Office 2008 for Mac will offer plenty of new capabilities just for Mac users. As with all Visual QuickStart Guides, clear, concise instructions and loads of visual aids make learning easy and painless.

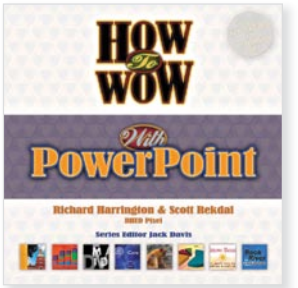


Creating Résumés, Letters, Business Cards, and Flyers in Word: Visual QuickProject Guide

Maria Langer
9780321247513, $12.99

Ready to put your best face forward to the business world? Then you're ready for this project-based guide. Maria Langer selects the quickest, easiest route to establishing a business identity with Word—from adding graphics to business cards to creating a simple, elegant layout—and presents it through large, full-color screen shots and clear, step-by-step instructions.

TECHNIQUE & INSPIRATION



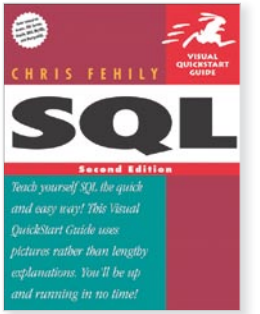
How to Wow with PowerPoint

Richard Harrington and Scott Rekdal
9780321495730, $39.99

Wouldn't it be great if you could have two of the most sought-after graphic design professionals sitting next to you at your computer as you navigate through the infinite possibilities of your next important presentation? This book is the next best thing. It guides you step by step through real-world projects with an emphasis on cutting through the clutter and focusing on good design principles as a more effective way to build presentations. The *How to Wow with PowerPoint* companion CD at the back of this book contains all the files you'll need.

SQL/MySQL

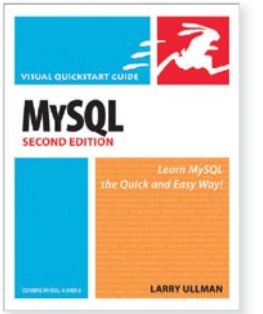
GETTING STARTED



SQL, Second Edition: Visual QuickStart Guide

Chris Fehily
9780321334176, $29.99

In addition to covering all the SQL basics, this reference has chapters on set operations and common tasks, added IBM DB2 coverage, and appendixes. Best of all, the book's companion Web site includes the sample database used in all of the book's examples, so that you can put your knowledge to work on a real database immediately.



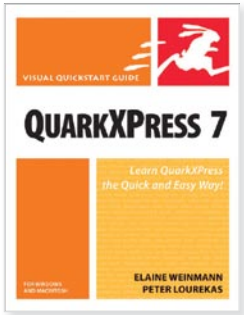
MySQL, Second Edition: Visual QuickStart Guide

Larry Ullman
9780321375735, $24.99

Need to learn MySQL fast? Even if you've never used MySQL before, this Visual QuickStart Guide will have you up and running with the world's most popular open source database application in no time. Filled with step-by-step, task-based instructions and loads of visual aids, this book covers MySQL versions 3 and 4, as well as everything new in the eagerly anticipated version 5. You'll learn about MySQL installation, administration, database design, programming techniques, and more!

QuarkXPress

GETTING STARTED



QuarkXPress 7 for Windows and Macintosh: Visual QuickStart Guide

Elaine Weinmann and Peter Lourekas
9780321358271, $29.99

This handy book offers the quickest way to begin working with QuarkXPress 7, including all the new graphic effects, Job Jackets, expanded output options, and other great workflow enhancements. In these pages, best-selling authors and veteran educators Elaine Weinmann and Peter Lourekas use task-based, step-by-step instruction and loads of visual aids to provide a solid base of skills in QuarkXPress 7.

IN-DEPTH REFERENCE

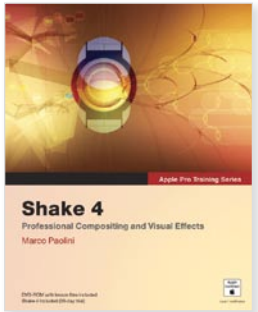
Real World QuarkXPress 7

David Blatner
9780321350305, $54.99

Thanks to David Blatner's friendly, easy-to-read style, *Real World QuarkXPress 7* is the best-selling reference on QuarkXPress. Fully updated for Quark's latest release, this industrial-strength guide covers everything you need to know to master page design and layout. If you're a beginner, this book will help you get up to speed fast on QuarkXPress 7. And if you're an advanced user, these tips, tricks, and techniques will turn you into a raging, inexorable QuarkXPress speed demon.

Shake

GETTING STARTED

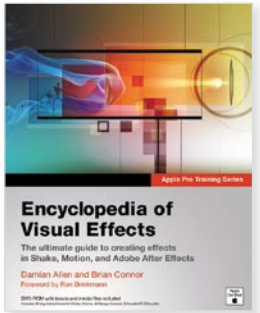


Apple Pro Training Series: Shake 4

Marco Paolini
9780321256096, $54.99

Using step-by-step, hands-on instruction, Hollywood effects wizard Marco Paolini takes you through Shake's interface and features, including its color correction tools, powerful new floating point technology, advanced keyframing, blue and green screen techniques, rotoscoping tools, and more. Each chapter in this guide is a complete lesson, with a project to complete, a review section, and bonus exercises to help test what you've learned. The accompanying DVD includes the lesson files needed to complete the book's projects.

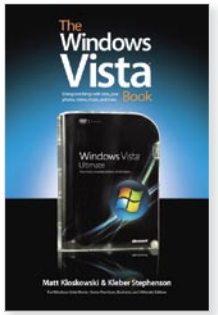
BEYOND THE BASICS



Apple Pro Training Series: Encyclopedia of Visual Effects

Damian Allen and Brian Connor
9780321303349, $59.99

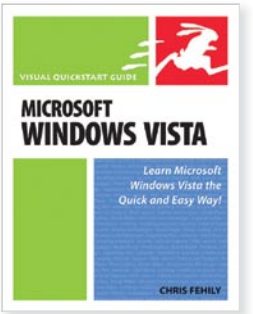
The definitive recipe book for visual effects artists working in Shake, Motion, and Adobe After Effects! An impressive lineup of pros have pulled together this compendium of the coolest and most useful effects, from Ambient Occlusion Pass to z-Depth Effects. Readers learn from the artists who created the light sabers for *Star Wars: Episode III*, the 3D environments in *The Matrix*, the matte paintings for *The Lord of the Rings*, and more.



The Windows Vista Book: Doing Cool Things with Vista, Your Photos, Videos, Music, and More

Matt Kloskowski and Kleber Stephenson
9780321509741, $24.99

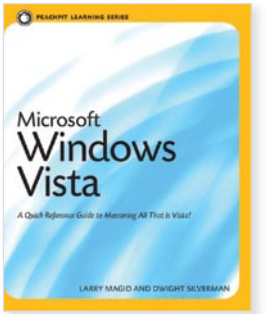
This book cuts through all the technical jargon and gives you exactly what you want: the most important, most requested, and just plain coolest things about Vista that will change the way you work on your PC. Each page covers just one topic, complete with full-color photos and screenshots, making it easy to find what you're looking for fast.



Microsoft Windows Vista: Visual QuickStart Guide

Chris Fehily
9780321434524, $21.99

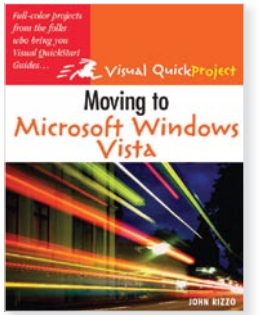
This fast-paced, no-fluff book teaches you the basics of Microsoft Windows Vista. Step-by-step instructions and screenshots guide you through Vista's new features, including updated applications (Explorer, Mail, Movie Maker, and more) as well as networking, organization, and security features. Page for page, it's the best value and content around!



Microsoft Windows Vista: Peachpit Learning Series

Larry Magid and Dwight Silverman
9780321441928, $29.99

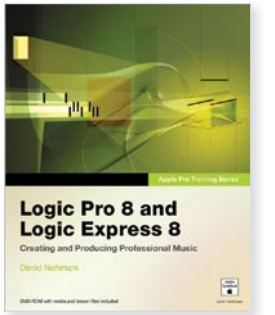
With this book, you can learn the way you like to learn—whether it is working through the lessons from start to finish, or looking up just what you need to find at the moment. Technology experts and writers Larry Magid and Dwight Silverman will show you how to: Install Windows Vista; add a new Vista PC to your home network; manage your files and documents; edit photos; share music; troubleshoot common Vista problems; make your computer safer and more secure; and more.



Moving to Microsoft Windows Vista: Visual QuickProject Guide

John Rizzo
9780321491206, $16.99

If you want to get to know Windows Vista fast but don't want to get bogged down in the details, you need a Visual QuickProject Guide! Full-color illustrations show you how to perform each step of your project from start to finish. Computer guru John Rizzo uses full color illustrations to walk you through each step of moving over to the new Vista operating systems.

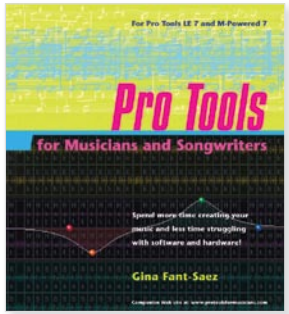


Apple Pro Training Series: Logic 8 Pro and Logic Express 8

David Nahmani
9780321502926, $54.99

This Apple-certified guide shows you how to record, produce and polish your musical creations with Apple's professional audio software. Veteran audio producer David Nahmani uses step-by-step, project-based instruction and straightforward explanation to reach everything from basic music creation to advanced production techniques

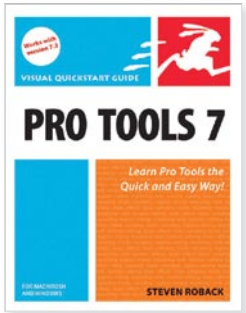
GETTING STARTED



Pro Tools for Musicians and Songwriters

Gina Fant-Saez
9780321337030, $44.99

By treating Digidesign's audio software as just another musical instrument, this guide manages to do what no other Pro Tools guide has: It speaks to musicians in a language they can understand. From creating that first track to working with loops; recording, editing, and mixing audio; managing files; working with other musicians; and more, you'll find everything you need here to start making music with Pro Tools.



Pro Tools 7 for Macintosh and Windows: Visual QuickStart Guide

Steven Roback
9780321348982, $29.99

Need to learn Pro Tools fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with the industry-standard digital audio production software in no time. You'll learn the basics of automation, MIDI sequencing, and file management in Pro Tools and find extensive coverage of all the program's new features: the newly streamlined interface, extensive new MIDI features and functionality, file-management system, effects plug-ins, additional hardware support, and more.

ONLINE VIDEO

Pro Tools Sound Editing Basics: Video QuickStart

Peachpit Press
9780321514264, $29.99

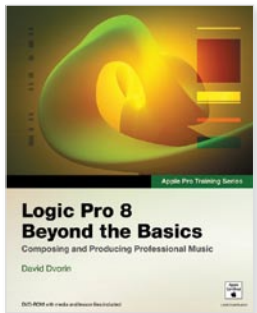
The Video QuickStart series of videos is designed for any user to get up and running quickly. It is organized into the topics and tasks most relevant to beginning and intermediate Pro Tools users, and covers: starting a new session and importing audio; editing and mixing windows; working with tracks; recording and playing back audio; editing; working with regions; and more. Make your purchase at Peachpit.com, log in, and within minutes you'll be learning at your desktop!

Adobe Soundbooth CS3 Classroom in a Book

Adobe Creative Team
9780321499776, $54.99

This project-based guide from Adobe will teach readers all they need to know to create and edit audio with Soundbooth CS3, Adobe's new audio-editing application targeted at creative professionals in all disciplines (no sound engineering background required!). Using step-by-step instructions with projects that build on the knowledge learned in each lesson, readers will learn techniques for recording new dialog tracks and sound effects while learning how to modify existing audio files with tools that cut, copy, paste, fade, stretch, and add effects.

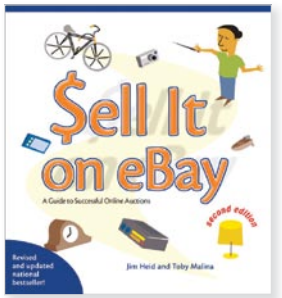
BEYOND THE BASICS



Apple Pro Training Series: Logic Pro 8: Beyond the Basics

David Dvorin
9780321502889, $54.99

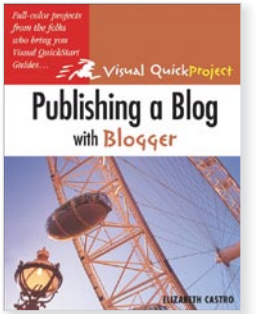
In this Apple-certified guide, author David Dvorin demonstrates the powerful advanced features in Logic Pro that have led many of the world's top producers, composers, and engineers to make this program the centerpiece of their music studios.



Sell It on eBay: A Guide to Successful Online Auctions, Second Edition

Jim Heid and Toby Malina
9780321356802, $24.99

Ever wonder why your friends' eBay items fly out the door and yours don't go anywhere? To ensure that your wares don't just sell—but sell quickly, at the desired price—and without complications, you need this no-nonsense guide. Covering everything from payment methods to shipping considerations and bidding, this handy guide is a key stop on the road to eBay success.



Publishing a Blog with Blogger: Visual QuickProject Guide

Elizabeth Castro
9780321321237, $16.99

Using big, bold full-color pictures and streamlined instructions, this compact guide covers just the need-to-know essentials that will get you blogging with leading free blog software—Google's Blogger—in a matter of minutes. Best-selling author Elizabeth Castro takes you through each step of the blogging process—from acquainting you with the interface to setting up your blog, creating your profile, posting email, adding pictures and audio, and more. Occasional sidebars and tips point out other useful blogging tips and tricks.

Google Gmail: Visual QuickStart Guide

Steve Schwartz
9780321330161, $16.99

Need to learn Gmail fast? This visual, task-based guide shows you exactly what you need to know. Both beginning users, who want a thorough introduction to the software, and more advanced users, who are looking for a convenient reference, will find what they need here—in straightforward language and through readily accessible examples. Simple step-by-step instructions, loads of screen shots, and tons of time-saving tips will have you up and running with Google's Gmail in no time!

Designing Your Second Life

Rebecca Tapley
9780321503015, $29.99

Whether your second, virtual life has just begun, or you've been "in-world" for a long time, a successful and rewarding experience depends on your mastery of design. In this book Rebecca Tapley ("Mera Luan" in SL) shows you how to design everything—from bodies to earrings, cars to castles—for improved appearance, function, and usability. Real-world topics such as urban planning, color theory, user experience, interior design, and landscaping are mapped to SL conditions. Learn how to spot the best skin and hair, clothing, architecture and construction, property for sale, and more.

Apple Training Series: GarageBand 3

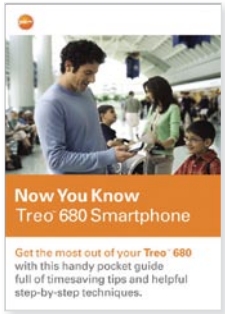
Mary Plummer
9780321421654, $44.99

This Apple-certified book/DVD combo from composer and master trainer Mary Plummer (who's also an Apple Certified Trainer) offers a complete, self-paced course in all aspects of GarageBand 3, including extensive coverage of the newest features. You'll learn everything from mastering the interface and basic recording techniques to the secrets of arranging songs, editing and mixing tracks, adding effects, and distributing your GarageBand files.

Now You Know Treo 700w Smartphone

Patrick Ames and David Moloney
9780321426550, $19.99

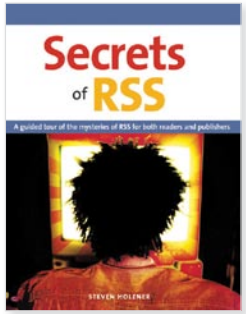
This is the smart book for Treo 700w smartphone users. With plenty of fresh mobile ideas and savvy usage techniques, you will quickly become an on-the-go expert. It was written specifically to cover the smartphone's unique combination of Windows Mobile and Palm usability. Quickly master new tricks in email, phone services, Web browsing, and a whole lot more. This guide has it all, and it's straight from the Treo experts at Palm, Inc.



Now You Know Treo 680 Smartphone

Patrick Ames
9780321453488, $19.99

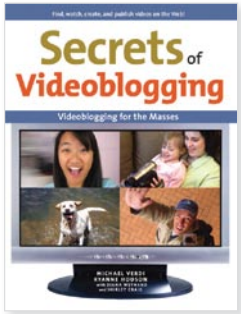
With the Palm OS, a redesigned phone UI and software bundle, 64MB of RAM, email, Web browser, Bluetooth technology, Google Maps, and a camera (not to mention your contacts, calendar, photos, and songs) the Treo 680 Smartphone is a lot to handle! Besides the basics, this pocket-sized and portable guide comes jam-packed with new things you can do on your Treo that are not disclosed in the PDF manuals. Master one topic quickly and easily and then move on to the next—*Now You Know Treo* is meant to be fast and simple, allowing you to practice on your handheld while you read.



Secrets of RSS

Steven Holzner
9780321426222, $26.99

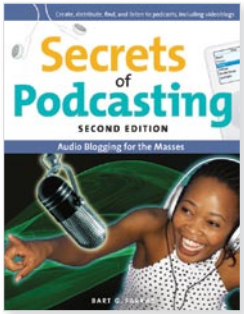
Whether you want to create your own RSS feeds or just would like to locate and add them to your Web site, this is the book for you. Author Steve Holzner provides real-world guidance and advice to introduce you to everything you need to know about effectively implementing and using RSS. It's all here—understanding RSS, RSS readers, getting subscribers, podcasting, blogs, downloading free tools, and more!



Secrets of Videoblogging

Michael Verdi, Ryanne Hodson, Diana Weynand, and Shirley Craig
9780321429179, $24.99

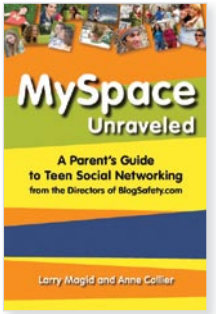
If you're ready to turn your blog into a vlog—a video blog, that is—this fun, fast, full-color guide provides the perfect place to start. In it, you'll find real-world guidance on everything from the legal, ethical, and creative issues involved to choosing the right equipment, dealing with compression, adjusting light and sound, applying transitions and effects, choosing a blog service, RSS feeds, and more.



Secrets of Podcasting, Second Edition: Audio Blogging for the Masses

Bart G. Farkas
9780321438430, $24.99

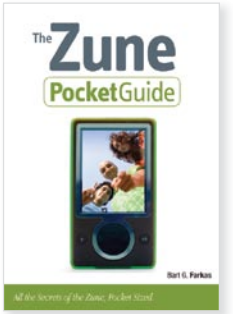
If you thought Internet radio was cool, wait 'til you experience podcasting—regular audio programs delivered via the Internet, which you can listen to when you want, where you want! Here to lead you into this brave, new world is a fun, fact-filled guide that shows you how to find, create, and distribute podcasts. Scattered throughout are interviews with real-world podcasting masters.



MySpace Unraveled: What It Is and How to Use It Safely

Larry Magid and Anne Collier
9780321480187, $14.99

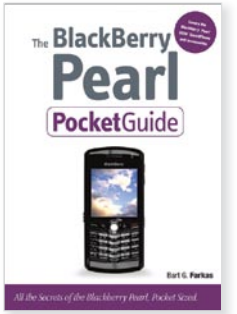
Do you know what your children are up to on MySpace? *MySpace Unraveled: What It Is and How to Use It Safely* discusses the booming MySpace social-networking phenomenon and shows you exactly what you need to know about MySpace and how to create a safe online experience for your kids. This concise and extremely useful guide discusses what children are doing on social-networking Web sites and why they have become so popular.



The Zune Pocket Guide

Bart G. Farkas
9780321489807, $9.99

Here is your essential companion to the Zune player and software. You will learn how to manage songs, photos, and video, and find instructions on making playlists and burning CDs. Other fun features covered include finding musicial recommendations in the Zune Marketplace and using the Zune-to-Zune wireless connection to share your songs and pictures.



The BlackBerry Pearl Pocket Guide

Bart G. Farkas
9780321496997, $14.99

Trusted gadget teacher and best-selling author Bart G. Farkas reveals the secrets to using this amazing new phone/organizer: Take cool pictures and share them with your colleagues, view Web pages, import songs, manage your appointments, communicate with email, text and instant messaging, retrieve maps and detailed driving directions, and even import video. This handy pocket-sized guide also walks readers through the fun lifestyle functions, from playing a new Sudoku game every day to charting your diet and exercise patterns.

The Nintendo Wii Pocket Guide

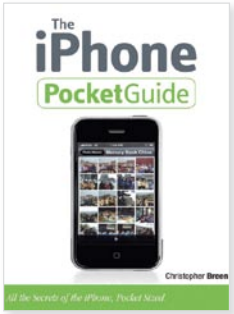
Bart G. Farkas
9780321510112, $14.99

The Nintendo Wii Pocket Guide steers you through how to: Set up your Wii and connect it to your network; make your way around the Wii Channels; pick and use Wii controllers, including the Wii Remote, Nunchuk, and Classic and GameCube controllers; create and edit your own Mii—using Wii software or third-party tools—and take charge of other Miis; go beyond games and use the Wii to browse the Internet, send and receive email, set parental controls, and create memos and calendars; shop the Wii Shop Channel and buy and spend Wii Points to purchase Virtual Console games; and more.

The Apple TV Pocket Guide

Jeff Carlson
9780321510211, $14.99

This handy guide offers the quickest way to learn the Apple TV features, from syncing your iTunes movie and photo collection wirelessly to Apple TV to connecting Apple TV to your widescreen TV to playing your movies and showing your photos directly on your TV! Readers will also find thorough coverage of using the handy Apple remote. Along the way, the author offers hints for making the most of Apple TV and troubleshooting advice for when the gadget become uncooperative.



The iPhone Pocket Guide

Christopher Breen
9780321544940, $9.99

Trusted gadget teacher Christopher Breen reveals the quickest way to learn the iPhone features, from navigating through your music, TV shows, and movies; to making phone calls and accessing your address book, favorites list, or call log; to using the rich HTML email client along with Safari—the most advanced Web browser ever on a portable device. Readers will also find thorough coverage of the built-in Google and Yahoo! search functions and how to read a Web page while downloading email in the background.

The iPod & iTunes Pocket Guide, Third Edition

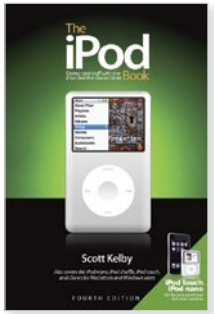
Christopher Breen
9780321524621, $9.99

iPod users want to start using their devices as soon as they get their hands on them, and this guide shows them how. Readers will find thorough coverage of the entire iPod family, including: the brand new iPod touch; the iPod shuffle; the iPod nano; the iPod classic; and the new iTunes Wi-Fi Music Store, which now lets iPod users browse the iTunes Store and purchase music over a wireless connection straight onto their Apple mobile device. Along the way, Christopher offers hints and tips, as well as advice for when the device becomes uncooperative.

The iPhone Book: How to Do the Things You Want to Do with Your iPhone

Scott Kelby and Terry White
9780321534101, $24.99

Scott Kelby takes his straight-to-the-point style and brings it to learning Apple's amazing iPhone. Scott teams up once again with gadget guru Terry White to put together a book that is an awful lot like the iPhone itself—simple to use and fun to learn. The book's layout is brilliant, with each page covering just one single topic, so finding the information you need is quick and easy, with a large full-color photo on each page so you can see exactly how it works.



The iPod Book: Doing Cool Stuff with the iPod and the iTunes Store, Fourth Edition

Scott Kelby
9780321524669, $19.99

Award-winning author Scott Kelby shows you step by step how it's all done, using the same casual, plain-English style that has made him one of the world's best-selling technology authors. You'll learn how to do only the most important, most requested, and just plain cool things you're going to want to do with your iPod—so you can start having fun with it today. Each page covers just one topic, complete with full-color photos, making it easy to find just what you're looking for fast.

GETTING STARTED

PDF DOWNLOAD

Designing Your Second Life Avatar

Rebecca Tapley
9780321529008, $6.99

This digital Short Cut—excerpted from Rebecca Tapley's *Designing Your Second Life Avatar*—goes on to examine how to choose body shapes, hair, eyes, skin, and more. General design principles and advice guide you in choosing and creating the right features to represent you. Pitfalls and warnings are also covered to help you avoid embarrassing and newbie mistakes. This PDF provides a concise overview of Second Life avatar design that will set you on the path to developing your ultimate avatar.

PDF DOWNLOAD

Designing Personalized MySpace Layouts

Cole Hicks
9780321509765, $9.99

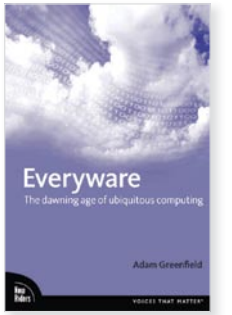
What's stopping you from creating a truly unique MySpace? For starters, you're not a Web designer and don't have the training to pull the ideas out of your head and organize them into a cohesive design. Not to worry, now you do! This Short Cut teaches you everything you need to know to create the perfect MySpace. From helping you understand what you can and can't change on MySpace to developing a plan for your design to selecting graphics, coding, and more, you'll learn how to show everyone that personality.

BEYOND THE BASICS

No One Cares What You Had For Lunch: 100 Ideas for Your Blog

Margaret Mason
9780321449726, $19.99

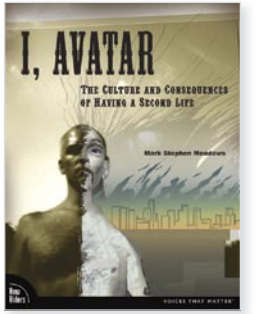
Tired of filling up your blog with boring posts? Let author Margaret Mason inspire you to create something unique. Ideas include writing a serial novel, conducting unnecessary experiments, creating your autobiography, public eavesdropping, and 96 more!



Everyware: The Dawning Age of Ubiquitous Computing

Adam Greenfield
9780321384010, $29.99

Smart buildings, smart furniture, smart clothing. Gestural interfaces like those seen in *Minority Report*. All of these are facets of what ubiquitous computing author Adam Greenfield calls "everyware." In a series of brief, thoughtful meditations, Greenfield explains how everyware is already reshaping our lives, transforming our understanding of the cities we live in, the communities we belong to—and the way we see ourselves.



I, Avatar: The Culture and Consequences of Having a Second Life

Mark Stephen Meadows
9780321533395, $34.99

Avatars are now a common part of the online experience, and the number of people creating avatars doubles every nine months. Avatars fight with virtual swords, build virtual buildings, have virtual relationships. Digital-pioneer Mark Stephen Meadows examines this phenomenon and how avatars affect the still-evolving social structure of virtual worlds. He illustrates avatars as an emerging market of consumers; why avatars are so important; what shapes their identities; how they are used; and the future of avatars.

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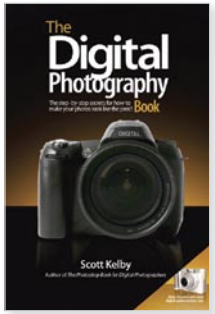
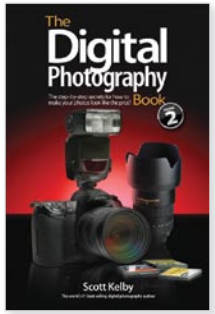


The Digital Photography Book

Scott Kelby
9780321474049, $19.99

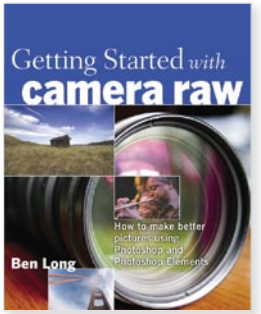
Scott Kelby, the man who changed the "digital darkroom" forever with his groundbreaking, #1 best-selling, award-winning book, *The Photoshop Book for Digital Photographers*, now tackles the most important side of digital photography—how to take professional-quality shots using the same tricks today's top digital pros use (and it's easier than you'd think). Start shooting dramatically better-looking, sharper, more colorful, more professional-looking photos—every time!



The Digital Photography Book, Volume 2

Scott Kelby
9780321524768, $24.99

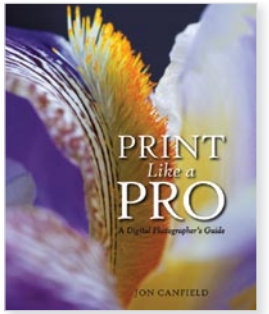
Scott Kelby, author of the groundbreaking bestseller *The Digital Photography Book* is back with an entirely new book that picks up right where Vol. 1 left off. It's more of that "Ah ha—so that's how they do it," straight-to-the-point, skip the techno jargon stuff you can really use today, that made Vol. 1 the world's best-selling book on digital photography. This book has increased coverage of lighting and lighting equipment, taking your photos to a new level of quality.



Getting Started with Camera Raw: How to Make Better Pictures Using Photoshop and Photoshop Elements

Ben Long
9780321384003, $24.99

Now that the Raw format is turning up on even point-and-shoot cameras, you no longer need to be a pro to take advantage of it. Here to get you started is a comprehensive yet easy-to-understand guide from a photography master. After a thorough overview of shooting and image editing practices, you'll learn about Raw converter software and using Photoshop to edit Raw files.

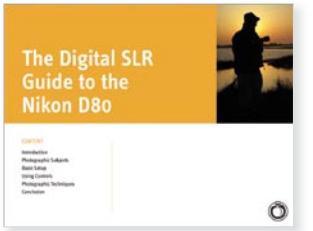


Print Like a Pro: A Digital Photographer's Guide

Jon Canfield
9780321385543, $39.99

Are your digital photos hogging your hard drive instead of hanging out in snappy albums and archives? Written by popular photographer, columnist, and digital imaging expert Jon Canfield, this book shows you how to easily enhance and prepare your digital images for printing. Step-by-step instructions and tutorials coupled with full-color images and screenshots explain how to use Photoshop CS2 or Elements for color management and correction; editing images for printing, including properly sizing, sharpening, and converting to monochrome; to fix lighting; and more.

PDF DOWNLOAD



The Digital SLR Guide to the Nikon D80

Laurence Chen
9780321503534, $4.99

Whether you're thinking about buying or have already purchased a Nikon D80, this digital Short Cut helps you think about optimizing your digital single-lens reflex camera (DSLR) for various kinds of photographic situations. This guide covers the basic principles to understand how the settings work (alone or in conjunction with other settings) and how to set them for your particular style of shooting. You'll learn how to go from just "taking a picture" to what professionals refer to as "making a picture."

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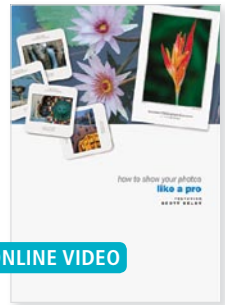


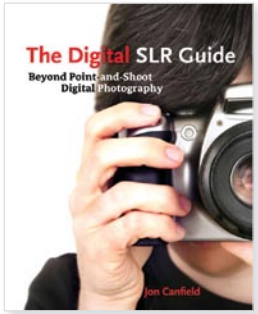
ONLINE VIDEO

How to Show Your Photos Like a Pro

Scott Kelby
9780321497321, $49.99

You've created works of art in Photoshop and now you want to show them off. Scott Kelby, author of *Photoshop Book for Digital Photographers*, shows you step by step how to create a wide range of layouts, edge effects and special effects to enhance your images and transform them into gallery-quality pieces. With the help of this online video you'll learn how easy it can be to create show-stopping displays of your work.

BEYOND THE BASICS

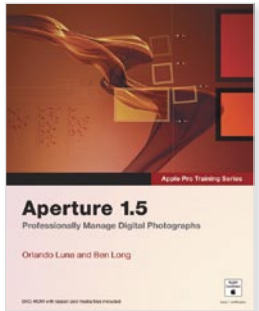


Digital SLR Guide: Beyond Point-and-Shoot Digital Photography

Jon Canfield
9780321492197, $39.99

Have you stepped up to a digital single-lens-reflex (dSLR) camera only to find the range of capabilities daunting? The learning curve for photographers moving from the point-and-shoot digital world can be formidable. *The Digital SLR Guide* is brimming with tips and tricks for getting the most from your equipment. The book is heavily illustrated with images and provides everything you need to know about choosing and using dSLR cameras and equipment.

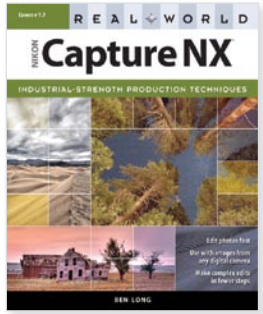
IN-DEPTH REFERENCE



Apple Pro Training Series: Aperture 1.5

Orlando Luna and Ben Long
9780321496621, $49.99

The only Apple-certified guide to Aperture, Apple's revolutionary application for managing, editing, and archiving digital photographs! This comprehensive book-DVD combo starts with the basics of image management and takes you step by step all the way through Aperture's powerful photo-editing, image-retouching, proofing, publishing, and archiving features. It delivers comprehensive training—the equivalent of a two-day course—in one project-based book.



Real World Nikon Capture NX

Ben Long
9780321489999, $34.99

With his friendly, accessible style, photographer and writer Ben Long takes you on a tour of the ins and outs of Nikon's powerful new photo editing program, which can be used with any digital camera! *Real World Nikon Capture NX* is packed with the kind of detail you can't get anywhere else. Long knows which features are important, like how to make selective corrections to an image with just one click, and what you need to know to get your work done. His expert advice will help you take great pictures, then organize, edit, and output them successfully.

The Moment It Clicks: Photography Secrets from One of the World's Top Shooters

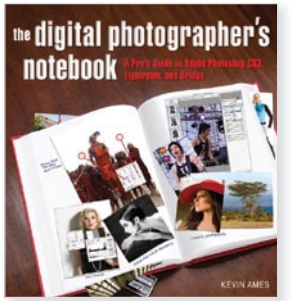
Joe McNally
9780321544087, $54.99

Joe McNally, whose acclaimed work has graced the pages of *Sports Illustrated*, *Time*, *National Geographic*, and more, breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with invaluable training, no-nonsense insights, and photography secrets.

Welcome to Oz: A Cinematic Approach to Digital Still Photography with Photoshop

Vincent Versace
9780735714007, $44.99

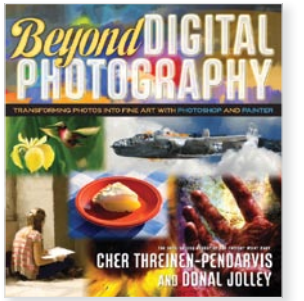
Still photography doesn't mean static photography. If you're ready to inject some life into your digital images, this beautifully illustrated book by Photoshop Hall of Famer Vincent Versace covers a raft of practical skills for capturing, editing, and printing your digital images. Through his unique cinematic approach, you'll learn everything from creating lighting in Photoshop to setting up printers, color management, making digital images look like silver images, capturing movement, and more.



The Digital Photographer's Notebook: A Pro's Guide to Adobe Photoshop CS3, Lightroom, and Bridge

Kevin Ames
9780321358417, $39.99

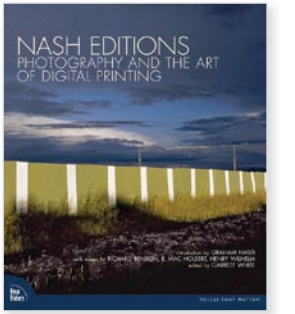
Based on his popular column "The Digital Photographer's Notebook" for *Photoshop User* magazine, professional photographer Kevin Ames shares his expertise and experience with digital cameras and Adobe Photoshop in this detailed guide. You'll get the practical advice you need to become a more seasoned photographer and more accomplished Photoshop user. Ames covers such topics as setting proper exposure, making digital contact sheets, automating Photoshop functions, and more.



Beyond Digital Photography: Transforming Photos into Fine Art with Photoshop and Painter

Cher Threinen-Pendarvis and Donal Jolley
9780321410214, $44.99

Many professional photographers and hobbyists alike want to create expressive works of art with their photography. This book uses time-honored design principles and basic drawing skills, and applies them to digital photographs. Using numerous examples in an easy-to-follow, step-by-step format, authors Cher Threinen-Pendarvis and Donal Jolley teach readers how they can use digital tools like Photoshop and Painter to add a personal quality to their photos.

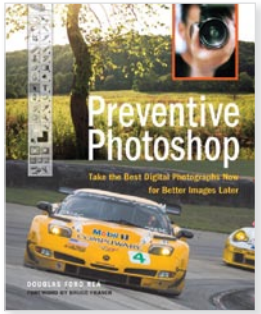


Nash Editions: Photography and the Art of Digital Printing

Nash Editions
9780321316301, $50.00

Most of us know him as one member of Crosby, Stills, Nash and Young, but Graham Nash is also a noted photographer and digital imaging pioneer. Nash Editions—the premier fine-art digital printmaking studio, which Graham co-founded—represents the pinnacle of those efforts. Through thought-provoking essays and glorious artwork, this book sums up not only Nash Editions' achievements but also the state of digital printmaking today.

TECHNIQUE & INSPIRATION



Preventive Photoshop: Take the Best Digital Photographs Now for Better Images Later

Douglas Ford Rea
9780321410962, $39.99

Don't rely solely on Photoshop after the fact to perfect those problematic photos—use the popular editing tool before you click the shutter! This full-color guide teaches amateur and professional photographers like you how to integrate Photoshop to create compelling digital photographs at every stage in the photography process. Learn to get great shots—before and after Photoshop—through complete instruction, practical advice, real-world examples, anecdotes, and simply great photos.

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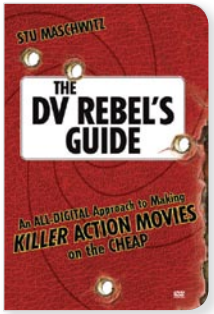
Digital Video

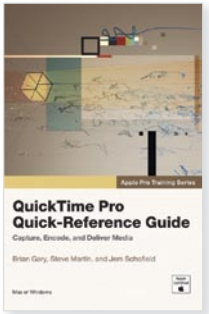
GETTING STARTED



The DV Rebel's Guide: An All-Digital Approach to Making Killer Action Movies on the Cheap

Stu Maschwitz
9780321413642, $44.99

This book offers a do-it-yourself, all-digital approach to making killer action movies on the cheap. Written by Stu Maschwitz, co-founder of The Orphanage (the legendary guerrilla visual effects studio responsible for amazing and award-winning effects in such movies as *Sin City* and *The Day After Tomorrow*), this book is a must-have for all those budding filmmakers and students who want to produce action movies with visual effects but don't have Hollywood budgets.

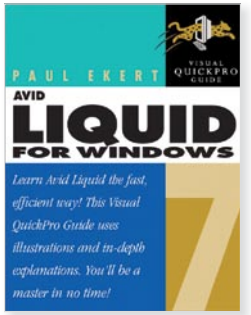


Apple Pro Training Series: QuickTime Pro Quick-Reference Guide

Brian Gary, Steve Martin and Jem Schofield
9780321442482, $29.99

This handy 120-page book offers a great overview of QuickTime Pro, including a fundamental explanation of video encoding and an invaluable look-up guide of video codecs and the QuickTime Pro interface. Includes step-by-step tutorials for the five things people do most with QuickTime Pro: capturing, editing, using different video tracks, exporting, and scripting QuickTime Pro actions with Automator.

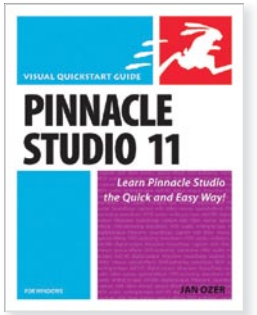
GETTING STARTED



Avid Liquid 7 for Windows: Visual QuickPro Guide

Paul Ekert
9780321369475, $29.99

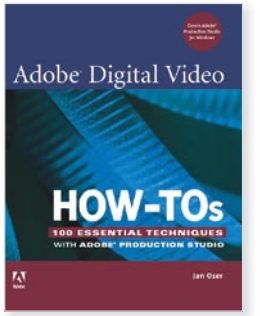
Need to learn Avid Liquid 7 fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with the leading advanced video editing software in no time. You'll find extensive coverage of all the program's new features: SmartSound (enables you to quickly create soundtracks from a library of samples); Real-time Time Warp (see your slow-mo without rendering); 50 new special effects; dozens of style and compositing effects taken from Commotion; and more!



Pinnacle Studio 11 for Windows: Visual QuickStart Guide

Jan Ozer
9780321526328, $29.99

Pinnacle Studio 11 is the latest version of the industry leading home video editing tool aimed at the Windows consumer market. Veteran journalist and teacher Jan Ozer tackles Pinnacle Studio version 11 in classic and popular QuickStart style—with step-by-step instructions, plenty of illustrations, and straightforward language. Jan provides the skinny on all the features like HD capture, editing and disc burning, and more.

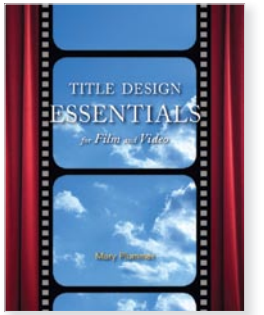


Adobe Digital Video How-Tos: 100 Essential Techniques with Adobe Production Studio

Jan Ozer
9780321473813, $29.99

Build your Production Studio expertise, one technique at a time! This book covers features such as Dynamic Link that streamline workflow and reduce editing generations, using the multicam feature in Premiere Pro, color-correcting and stabilizing footage with effects and scopes, and much more! If you have a basic knowledge of Premiere and want to save time and improve your videos by integrating Audition, Photoshop, After Effects, and Encore DVD, this is the book for you!

BEYOND THE BASICS

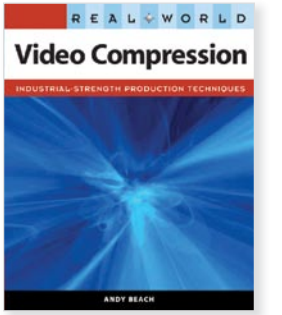


Title Design Essentials for Film and Video

Mary Plummer
9780321445766, $39.99

Whether you're an experienced video editor, indie filmmaker, or dedicated amateur, this book will teach you how to create effective titles for your projects, no matter what your genre and subject matter may be. In addition to a wide array of clear, appealing, and appropriate recipes you can adapt for your own work, Mary explains essential design principles such as size, color, speed, placement, and font choice. The book is beautifully illustrated, and the accompanying DVD has QuickTime movies showing examples constructed using After Effects, Motion, LiveType, Photoshop, and Flash.

IN-DEPTH REFERENCE



Real World Video Compression

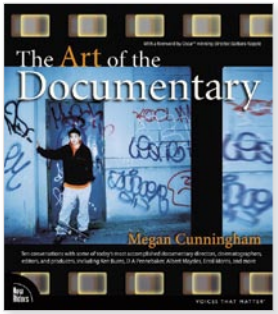
Andy Beach
9780321514691, $44.99

Real World Video Compression is one of the first books on digital video to demystify the various approaches to compression. It begins by describing the basic concepts of video compression, explains why you might choose a particular compression tool over another, and covers important workflow practices. After the groundwork is laid, readers will learn how to compress their video according to the specific requirements of their projects and will learn some best practices by following the author's own tips and recipes.

Hillman Curtis on Creating Short Films for the Web

Hillman Curtis
9780321278913, $34.99

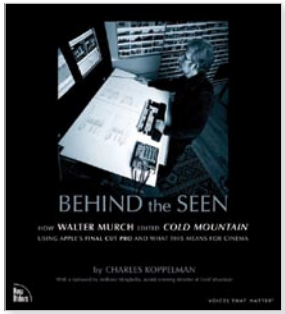
Equal parts inspiration, instruction, and personal essay, this book offers an intimate look into legendary-Web-guru-turned-movie-maker Hillman Curtis' personal filmmaking process: from the ideas and themes that drive the piece, through the setup, shoot, and assembly of a rough cut, to the final edit. He draws on his own experiences as a fledgling filmmaker and provides a real-world look at what it takes to create digital films for the Web using today's top tools, including Flash and Final Cut Pro.



The Art of the Documentary: Ten Conversations with Leading Directors, Cinematographers, Editors, and Producers

Megan Cunningham
9780321316233, $44.99

In this beautiful, four-color book, leading documentary filmmakers (including Maysles brothers, D.A. Pennabaker & Chris Hegedus, Errol Morris, and Ken Burns) unlock some of the mystery and share their secrets and wisdom on the creative, collaborative, and technical aspects of this cool craft. The people behind today's most thought-provoking nonfiction films discuss everything from project conception to developing, shooting, editing, and releasing documentary films.



Behind the Seen: How Walter Murch Edited Cold Mountain Using Apple's Final Cut Pro and What This Means for Cinema

Charles Koppelman
9780735714267, $39.99

This book tells the story of the decision to use Final Cut Pro in making *Cold Mountain*, how it was set up and configured, the relationship between the technology and art of movie-making, how the software affected the work flow, and its implications for the future of filmmaking. This is Murch's own story of what seemed to many a crazy endeavor—told through photos, journal entries, email musings, and anecdotes.

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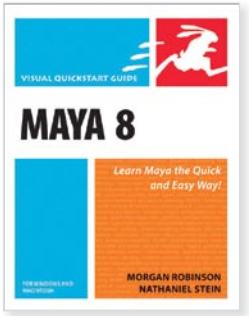
GETTING STARTED

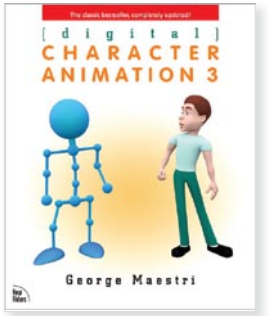


Maya 8 for Windows and Macintosh: Visual QuickStart Guide

Morgan Robinson
and Nathaniel Stein
9780321476753, $34.99

Here to take budding 3D artists from 0 to 60 fast in Maya 8 is *Maya 8 for Windows and Macintosh: Visual QuickStart Guide*! A combination of task-based instruction and strong visual aids take readers step by step through all of Maya's essentials: navigating the interface, modeling elementary and complex objects, unsurpassed character rigging and posing, mastering deformers, shaders, and renderers, and more.

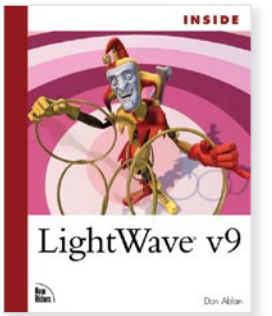
BEYOND THE BASICS



Digital Character Animation 3

George Maestri
9780321376008, $50.00

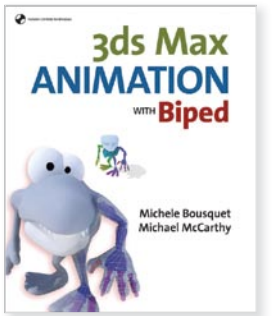
Not just another primer on modeling and character rigging, this newly updated animation classic never lets you forget that animation is the art of motion—and that understanding how your characters move is essential to bringing them to life. With loads of new artwork and layouts to ease the way, this full-color guide shows you how to apply conventional animation techniques to computer-generated characters.



Inside LightWave v9

Dan Ablan
9780321426840, $59.99

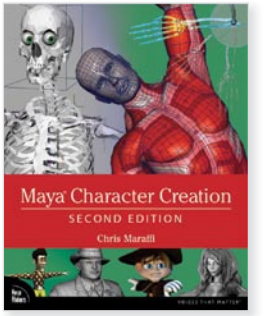
Rather than rehash the documentation like other books, this down-to-earth, easy-to-follow guide offers an invaluable set of project tutorials that teach you the ins and outs of LightWave and show you the techniques you need to master this powerful 3D software. *Inside LightWave v9*'s accompanying DVD features hours of high-quality video training tutorials that will help you take the projects in the book to new heights. No other book has taught more LightWave 3D users than *Inside LightWave*.



3ds Max Animation with Biped

Michele Bousquet and
Michael McCarthy
9780321375728, $49.99

With the addition of the Character Studio 4 advanced animation toolset, 3ds Max is better than ever. Here to help you master Bipeds, powerful tools for animating characters in Character Studio, is this great guide! You'll be creating and animating your own characters within hours! Author and award-winning animators Michele Bousquet and Michael McCarthy show you how to dramatically speed up the animation pipeline for working with characters and discover cool tricks and techniques used by professional animators.

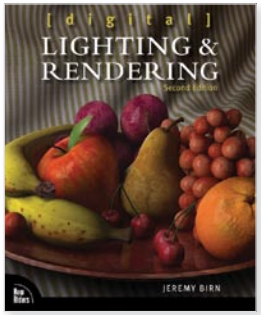


Maya Character Creation, Second Edition

Chris Maraffi
9780321383532, $50.00

This fully updated bestseller takes you through the process of designing, modeling, and setting up animation controls for complex 3D characters. The concepts, techniques, and Maya tools used for each step in the process are presented in each chapter, followed by many hands-on exercises. You'll learn about NURBS, polygon, and subdivision surface modeling techniques for creating the character's skin; skeleton-based animation controls; and more!

IN-DEPTH REFERENCE



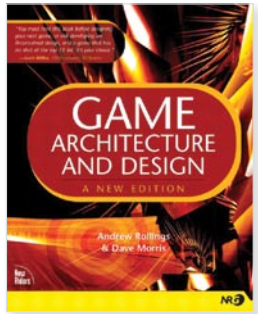
Digital Lighting and Rendering, Second Edition

Jeremy Birn
9780321316318, $55.00

In this book, lighting and animation pro Jeremy Birn draws on his wealth of industry and teaching experience to provide an updated and expanded edition of what has become the standard guide to digital lighting and rendering. By explaining not just how to use various lighting techniques, but why, this guide provides the grounding graphics pros need to master Hollywood lighting techniques. Additional chapters cover color, exposure, composition, materials and textures, and compositing.

Gaming

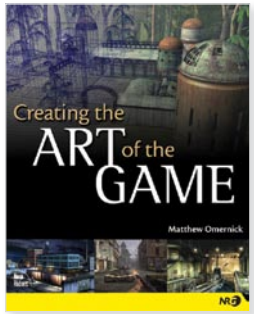
GETTING STARTED



Game Architecture and Design: A New Edition

Andrew Rollings and Dave Morris
9780735713635, $54.99

This is a detailed guide to game design and planning from first concept to the start of development, including case studies of well-known games. With more than just reusable code, it's a comprehensive study that deals specifically with the issues of game design, team building and management, and game architecture. Through the use of real-world experiences and case studies, you'll learn what's worked and why, as well as what to avoid and how to fix any errors.

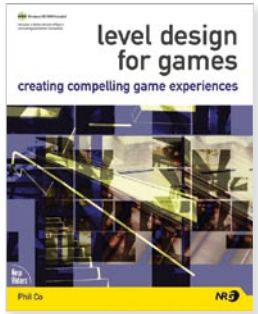


Creating the Art of the Game

Matthew Omernick
9780735714090, $44.99

This book teaches you everything you need to know about the planning, modeling, texturing, lighting, effects creation, and interface design that go into creating today's most advanced video games. Through a unique combination of explanation, tutorials, and real-world documentation—including discussions of the creative process entailed in some of today's most popular games augmented by screen captures and descriptions—veteran 3D artist and instructor Matthew Omernick explains the workflow, tools, and techniques required to be a successful game artist.

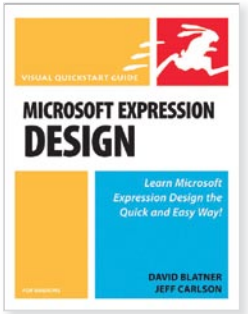
TECHNIQUE & INSPIRATION



Level Design for Games: Creating Compelling Game Experiences

Phil Co
9780321375971, $39.99

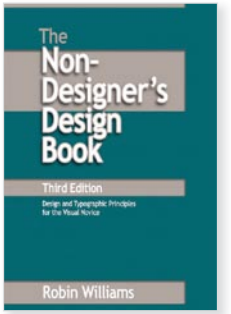
This easy, accessible guide shows you how to create detailed game levels. Step-by-step instructions, loads of graphics, and sample games with stories and features let you learn as you build. Whether you're a student pursuing a career in game development, a game developer seeking a comprehensive reference, or simply an avid player eager to start creating your own levels using the editors that come with many of today's games, you'll find everything you need.



Microsoft Expression Design for Windows: Visual QuickStart Guide

David Blatner and Jeff Carlson
9780321356550, $24.99

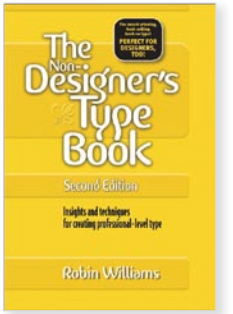
In this Visual QuickStart Guide, filled with friendly prose, task-based instruction, step-by-step explanations, and visual aides, readers will have everything they need to know about the key features of Expression Design right at their fingertips. Users will learn how to: create compelling graphic designs and illustrations; apply high-quality effects and filters; bring existing vector-based artwork from other popular graphic tools into Expression Design; export into a wide variety of formats; and use the created elements with Expression Blend.



The Non-Designer's Design Book, Third Edition

Robin Williams
9780321534040, $32.99

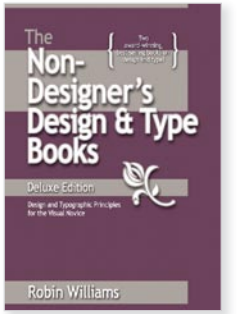
This book is the one place you can turn to find quick, non-intimidating, excellent design help from trusted instructor Robin Williams. Now in full color, this book includes a new section on the hot topic of color itself. As always, Robin turns her attention to the basic principles that govern good design, and readers who follow her clearly explained concepts will produce more sophisticated and professional pages immediately. Humor-infused, jargon-free prose interspersed with design exercises, quizzes, and illustrations make learning a snap.



The Non-Designer's Type Book, Second Edition

Robin Williams
9780321303363, $24.99

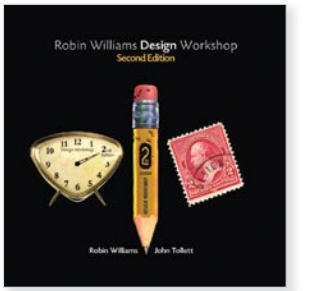
Robin Williams defines the principles that govern type, as well as the logic behind them, so that you learn not just what looks best but why on your way to creating effective print and Web pages. Each short chapter explores a different type secret or technique, including understanding legibility and readability; tailoring typeface to a particular project; mastering pull quotes and captions; and more. The nonplatform- and nonsoftware-specific approach and Robin's lively, engaging style make this a must-have for any designer's bookshelf!



The Non-Designer's Design and Type Book, Deluxe Edition

Robin Williams
9780321534057, $45.00

Robin Williams' best design and type techniques packaged into one affordable volume! The popular Non-Designer's series defines the principles that govern type and design as well as the logic behind them so that readers learn not just what looks best but why on their way to creating sophisticated, effective print and Web pages. The design portion of the book is now in full-color and includes a section on using color.

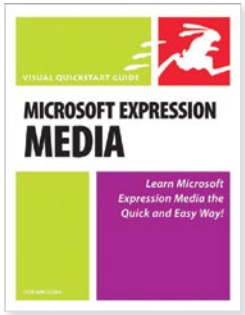


Robin Williams Design Workshop, Second Edition

Robin Williams and John Tollett
9780321441768, $44.99

Learn design theory and practical know-how from the award-winning author/design team, Robin Williams and John Tollett! Robin Williams introduced design and typographic principles to legions of readers with her best-selling Non-Designer's book series. Now she and designer/co-author John Tollett take you to the next level of creative design with practical advice and lessons in composition, visual impact, and design challenges.

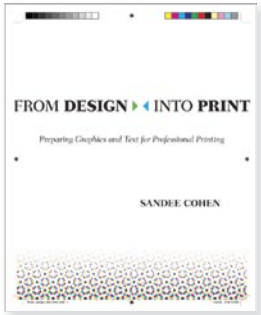
GETTING STARTED



Microsoft Expression Media for Windows: Visual QuickStart Guide

Shayne Bowman
9780321502643, $24.99

This book covers workflow efficiency and automation, batch processing media, scripting, customizing workspaces, creating and then viewing media in catalogs, reviewing and comparing media, metadata and tagging, and much more. It also shows how to impress audiences with slideshows, videos, and Web galleries. All of this is taught by leading authority Shayne Bowman, who has been working as an evangelist on the product for years.

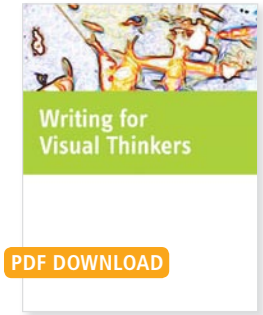


From Design into Print: Preparing Graphics and Text for Professional Printing

Sandee Cohen
9780321492203, $34.99

Author Sandee Cohen unravels what designers need to know about the often mysterious rules of producing graphics and layouts for print. Working backwards from what a professional printer needs to put readers' work on the printed page, Cohen explains the fundamentals of image capture, file preparation, and press operations. Along the way she describes how to manage different file formats, printer output, and printing inks.

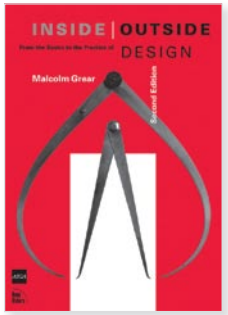
BEYOND THE BASICS



Writing for Visual Thinkers

Andrea Marks
9780321502896, $30.00

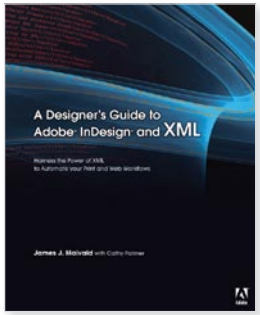
Writing for Visual Thinkers tackles the topic of writing from the perspective of "visual learners"—those whose thinking and learning styles differ from the traditional ways writing is taught. It explores the parallels between the processes of designing and writing, as well as more pragmatic forms of writing, such as project briefs and Web logs. This Short Cut encouraging users to interact with the material through a web of creative and interactive links including video clips, PDF "sound-bites," relevant writing resources, Web logs and articles.



Inside / Outside: From the Basics to the Practice of Design, Second Edition

Malcolm Grear
9780321440679, $45.00

Renowned artist and design legend Malcolm Grear has permanently shaped the graphic design field with his work, writing, and teaching. This book has become a design student staple and offers unique insight into the design process by combining the practical with the abstract. Grear continues this legacy on the practice of design and bridges the gap between teaching, learning, and professional practice with clear and accessible writing, format, student exercises, and real-world design solutions.

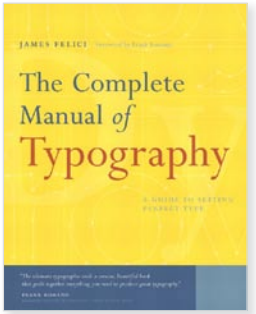


The Designer's Guide to Adobe InDesign and XML: Harness the Power of XML to Automate Your Print and Web Workflows

James J. Maivald with Cathy Palmer
9780321503558, $44.99

A Designer's Guide to InDesign and XML is an introduction to XML tagging and how it works. The technology is broken down into its essential parts, explaining what XML is and how it works in plain English. The guide includes 10 real world projects with an aim toward users working with increasing confidence and skill to incorporate XML into their daily workflow.

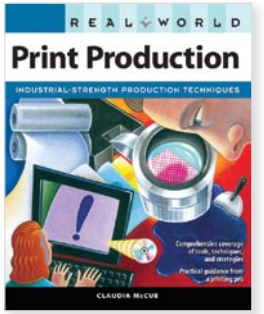
IN-DEPTH REFERENCE



Complete Manual of Typography

Jim Felici
9780321127303, $50.00

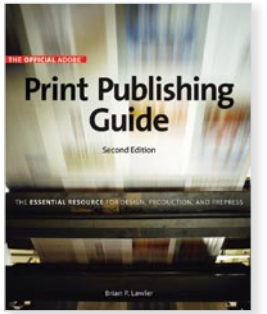
This book is about how type should look and how to make it look that way; in other words, how to set type like a professional. It releases the craft knowledge that used to reside almost exclusively in the heads of people working in type shops. The shops are gone, the technologies have changed, but the goal remains the same. This book explains in very practical terms how to use today's computerized tools to achieve that secret of good design: well-set type.



Real World Print Production

Claudia McCue
9780321410184, $44.99

It doesn't matter how great your design is if you can't translate it accurately to print. Here to ensure that you do—and save time and money in the process—is an industrial-strength reference from a prepress pro. From preflight to output, presswork, and finishing, this guide shows you how to avoid the production pitfalls that can undermine great design work.



The Official Adobe Print Publishing Guide, Second Edition: The Essential Resource for Design, Production, and Prepress

Brian P. Lawler
9780321304667, $45.00

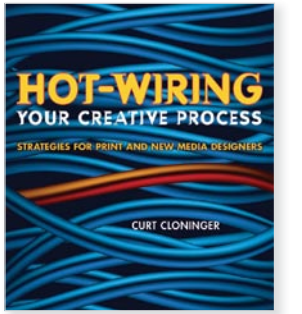
The key to successful print production is an understanding of the entire workflow, from scanning and file creation through prepress and print production. Fully updated by author and publishing consultant Brian Lawler, this guide brings together the collective knowledge and wisdom of the experts at Adobe Systems in a simple, elegant presentation of the fundamental concepts and issues related to producing high-quality printed output.

TECHNIQUE & INSPIRATION

Talent Is Not Enough: Business Secrets For Designers

Shel Perkins
9780321278791, $34.99

Your eye is impeccable. Your designs are flawless. But if you're like many design professionals, your business skills may be, well, somewhat lagging. Not to worry. Here to cover what many design schools fail to is a smart, sensible, visually oriented guide to the key business issues every designer needs to master: setting rates, managing client expectations, dealing with legal issues, and more.



Hot-Wiring Your Creative Process: Strategies for Print and New Media Designers

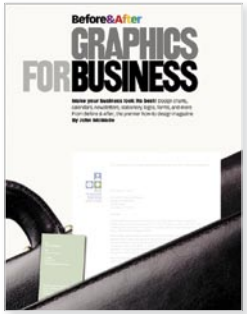
Curt Cloninger
9780321350244, $40.00

When clients are screaming, deadlines are approaching, and you're stuck in your own process, this is the place to get unstuck—to get the creative juices flowing again! Through a plethora of strategies, tools, templates, and practices, this gorgeously illustrated guide gives you the goods to hot-wire your creative process. Practical exercises, inspiring examples, and humorous instruction will quickly build your confidence and creativity.

Before and After Page Design

John McWade
9780201795370, $29.99

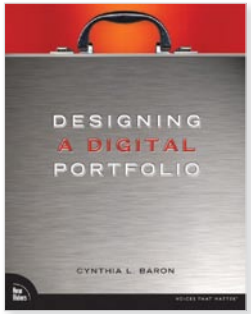
John McWade brings you a beautifully clear, cohesive, and elegant primer on page design. You'll learn by example how to design single-page and multi-page publications, brochures, and advertisements, applying the principles design professionals live by. You'll also learn how to choose the right font for your project, why one typeface works better than another, and lots more. Best of all, you'll discover how to think visually—transforming the images in your head into documents that communicate effectively on the page.



Before and After Graphics for Business

John McWade
9780321334152, $32.99

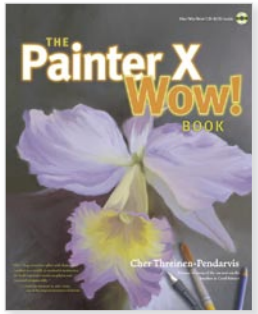
Straight from the pages of *Before and After* magazine comes this handsome primer on creating effective business graphics. Whether you want to create charts, design newsletters, come up with an identity, or create forms, this elegantly designed volume shows you how to do so effectively, efficiently, and artfully using the tools available today.



Designing a Digital Portfolio

Cynthia Baron
9780735713949, $40.00

A paper portfolio is no longer good enough. As a creative professional, you're expected to be able to show your work on demand. Using a combination of step-by-step instructions and inspiring examples, veteran author Cynthia Baron takes you through the entire process of designing a digital portfolio: developing a concept and choosing a medium; scanning work created with traditional materials; optimizing digitized art; repurposing digital material; creating a portfolio Web site, CD, or DVD; producing a portable portfolio; and more.



Painter X Wow! Book

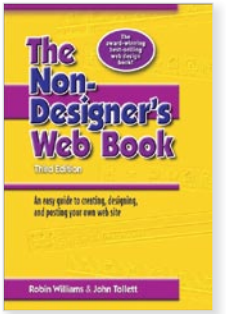
Cher Threinen-Pendarvis
9780321503251, $59.99

The Painter X Wow! Book continues to delight Painter fans with its many exciting, inspiring examples and techniques for creating fine art, photography, graphic design, multimedia, and film. In this new edition, best-selling author and renowned artist Cher Threinen-Pendarvis takes her readers step by step through this revolutionary program, revealing the best practices of numerous digital artists. With her clear, instructive approach, Cher quickly gets beginners up to speed and provides more advanced users with additional insight on the latest creative and productive techniques.

CSS Web Site Design Hands-On Training

Eric Meyer
9780321293916, $49.99

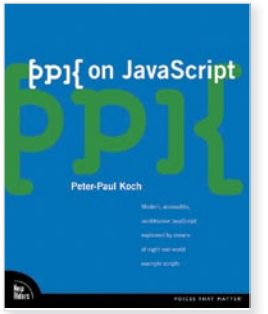
Hands-on guide from the foremost expert on the topic makes CSS accessible to everyone, no programming experience required! Companion CD is loaded with classroom-proven exercises and QuickTime training videos, and real-world projects that take you through the Web page creation process, one step at a time.



The Non-Designer's Web Book, Third Edition

Robin Williams and John Tollett
9780321303370, $34.99

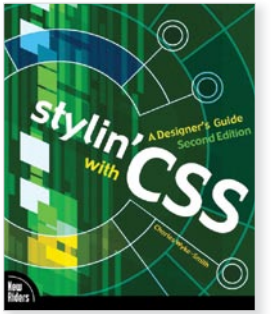
If you want to design not just decent Web pages but interesting, articulate, effective ones that get your point across clearly and painlessly, this thoroughly updated classic is the place to turn! In these pages, best-selling authors Robin Williams and John Tollett share the creative ideas, useful techniques, and basic design principles that are essential to great Web design.



ppk on JavaScript

Peter-Paul Koch
9780321423306, $44.99

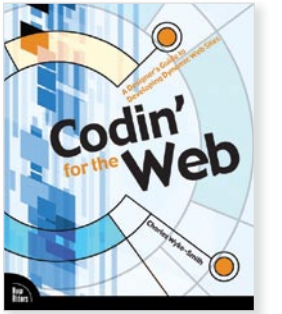
As the first JavaScript book to use real-world scripting examples (rather than examples that are only relevant within the context of the guide), this guide is the place to turn if you want to start delivering modern, accessible, unobtrusive JavaScript for your projects. Written by an internationally recognized JavaScript expert, each chapter covers a few related JavaScript concepts through a combination of theoretical instruction and hands-on application.



Stylin' with CSS: A Designer's Guide, Second Edition

Charles Wyke-Smith
9780321525567, $39.99

Thanks to CSS, you can bring a page layout sensibility to your Web designs—if, that is, you have this practical guide to show you how! Veteran Web designer Charles Wyke-Smith uses sites that he's developed to provide real-world illustrations of the concepts and techniques covered here, providing both a solid grounding and the need-to-know basics that will let you start creating your sites using CSS.

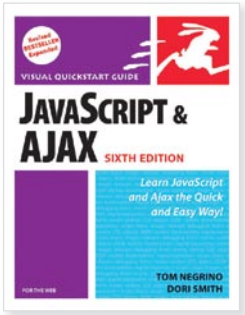


Codin' for the Web: A Designer's Guide to Developing Dynamic Web Sites

Charles Wyke-Smith
9780321429193, $39.99

Just as architects need to understand building materials, you need to understand the code that serves as the foundation for your sites. Get this guide, and you will! Using easy-to-understand text and loads of diagrams, code snips, and screen shots, *Codin' for the Web* covers everything from coding principles to designing visual interfaces, developing databases and middleware, ensuring a good user experience, testing and debugging, and more.

Would you like to read one of these books as an eBook?
Visit **www.peachpit.com/ebooks** to purchase your digital copy.



JavaScript and Ajax for the Web, Sixth Edition: Visual QuickStart Guide

Tom Negrino and Dori Smith
9780321430328, $24.99

Need to learn JavaScript fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with JavaScript in no time. In this completely updated edition, leading Web and computing experts Tom Negrino and Dori Smith use crystal-clear instructions and friendly prose to introduce you to all of today's JavaScript essentials. Along the way, you'll find coverage of Ajax and XML techniques, current browsers (Opera, Safari, Firefox), and more.

HTML, XHTML, and CSS, Sixth Edition: Visual QuickStart Guide

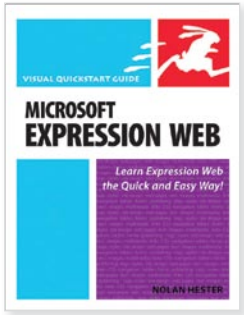
Elizabeth Castro
9780321430847, $34.99

Need to learn HTML fast? This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with HTML in no time. In this completely updated, full-color edition, Web expert and best-selling author Elizabeth Castro uses crystal-clear instructions and friendly prose to introduce you to all of today's HTML and XHTML essentials. You'll learn how to design, structure, and format your Web site—then test and debug your site, and publish it to the Web!

CSS, DHTML, and Ajax, Fourth Edition: Visual QuickStart Guide

Jason Cranford Teague
9780321443250, $24.99

This popular and intuitive guide is back, updated for Explorer 7, Firefox 2, Safari 2, and Opera 9. Screen shots and code examples guide you through CSS, DHTML, and Ajax showing you what to do and the concise steps and explanations to get you up and running in no time. Page for page, the best content and value around.



Microsoft Expression Web: Visual QuickStart Guide

Nolan Hester
9780321492234, $24.99

Whether you're a newcomer to standards-based programming or an old hand at CSS, this book will help you get the most out of Microsoft Expression Web. You'll learn not just how to craft good-looking single pages, but how to use templates to generate whole sites that can be reconfigured with the click of a button. With step-by-step instruction and screen shots to guide you, this book contains exactly what you need to get started building standards-compliant sites with this powerful new Web creation tool.

ONLINE VIDEO

Creating a Web Site with HTML: Video QuickStart

Peachpit Press
9780321514288, $29.99

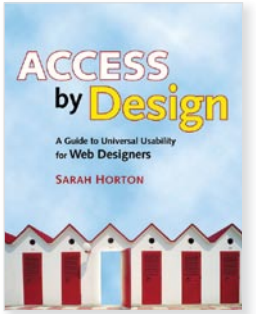
Creating beautifully coded HTML Web pages that perform predictably and consistently across all browsers and platforms can be a daunting task. With the help of this Video QuickStart viewers will learn how to plan a site, prepare Web images, insert links and graphics, and publish their finished pages to the Web in no time. Over one hour of video training. After making your purchase at Peachpit.com, simply log in, and within minutes you will be learning at your desktop.

GETTING STARTED

Building a Web Site with Ajax: Visual QuickProject Guide

Larry Ullman
9780321524416, $19.99

Ajax is at the heart of the Web 2.0 revolution. It isn't a technology but rather is a technique that leverages other technologies and techniques, such as CSS, XML, DHTML, and XHTML. Many Web designers and programmers would like to incorporate Ajax in their projects because of the amazing functionality it can add to a Web site, but they can't because of the steep learning curve. This book steps in to make learning Ajax fun and easy—a great place to start!

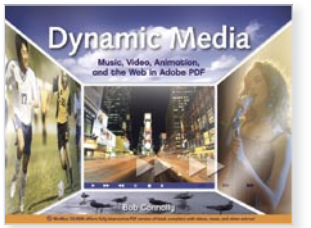


Access by Design: A Guide to Universal Usability for Web Designers

Sarah Horton
9780321311405, $24.99

Ready to start designing Web sites that not only work but work well, work for everyone, and work under any condition? If so, you'll want this guide! Through step-by-step instructions, site makeovers, and a companion Web site that exemplifies the principles explained, a veteran Web designer shows you precisely how to create sites in which any user can access every element.

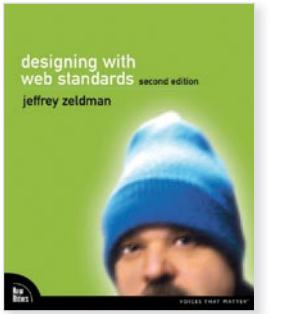
BEYOND THE BASICS



Dynamic Media: Music, Video, Animation, and the Web in Adobe PDF

Bob Connolly
9780321430830, $50.00

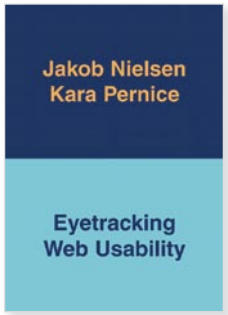
In the first book of its kind, rich-media PDF pioneer Bob Connolly presents an eye-opening overview of the world of PDFs that contain video, audio, and interactive elements. Dozens of case studies illustrate the nearly limitless potential of rich media. And the best part about the book is that it practices what it preaches, with a fully interactive rich-media version of the book on the accompanying CD.



Designing with Web Standards, Second Edition

Jeffrey Zeldman
9780321385550, $49.99

Standards aren't about leaving users behind or adhering to inflexible rules. Standards are about building sophisticated, beautiful sites that will work as well tomorrow as they do today. In this updated, best-selling guide that changed the face of Web design, Jeffrey teaches you all the latest techniques that will enable developers to redesign sites faster, make content more visible to search engines, and deliver sites that promise to work as well five years from now as they do today.



Eyetracking Web Usability

Jakob Nielsen and Kara Pernice
9780321498366, $50.00

Eyetracking is a hot new field in user interface design. Usability expert Jakob Nielsen and coauthor Kara Pernice train thousands of people each year on Web usability, and in this book they demonstrate what can be learned from users' eye paths over a broad variety of Web designs. Readers learn how much a user's goal or task influences the way they read and traverse a Web site, which parts of a page users attend to first, how readers react to advertising and design elements that look like ads, where people look first for common page elements and navigation, and so much more.

Designing Web Usability

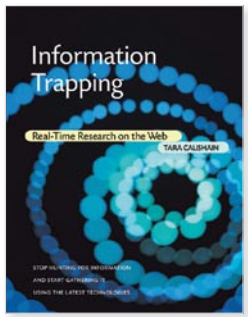
Jakob Nielsen
9781562058104, $54.99

Users experience the usability of a Web site before they have committed to using it and before making any purchase decisions. The Web is the ultimate environment for empowerment, and he or she who clicks the mouse decides everything. This is the definitive guide to usability from Jakob Nielsen, the world's leading authority. Over 250,000 Internet professionals around the world have turned to this landmark book, in which Nielsen shares the full weight of his wisdom and experience.

Prioritizing Web Usability

Jakob Nielsen and Hoa Loranger
9780321350312, $50.00

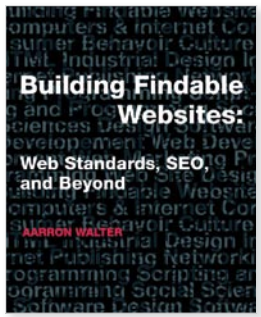
In 2000, Jakob Nielsen, the world's leading expert on Web usability, published a book that changed how people think about the Web—*Designing Web Usability*. Many applauded. A few jeered. But everyone listened. The best-selling usability guru is back and has revisited his classic guide, joined forces with Web usability consultant Hoa Loranger, and created an updated companion book that covers the essential changes to the Web and usability today.



Information Trapping: Real-Time Research on the Web

Tara Calishain
9780321491718, $34.99

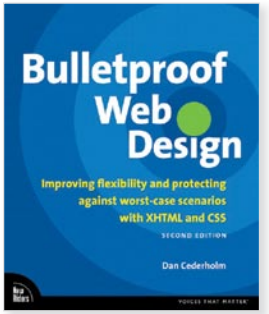
How many times have you run a Google search that resulted in thousands of results? In *Information Trapping: Real-Time Research on the Web*, Internet-search-engine expert Tara Calishain teaches the latest techniques for building automated information gathering systems. As an alternative to the typical one-time search for information, Tara demonstrates how readers can use RSS feeds, page monitoring tools, and other software to set up information streams of many different data types—from text to multimedia to conversations—for capture and review.



Building Findable Websites: Web Standards, SEO, and Beyond

Aarron Walter
9780321526281, $39.99

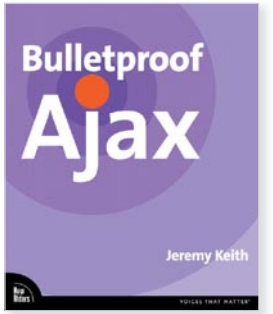
This book offers Web designers and developers actionable solutions that will drive traffic to their Web sites. Written from a development perspective, rather than from the marketing approach, this book provides a contemporary look at how Web sites can be built with search engine optimization coding strategies, microformats, Web standards, following accessibility guidelines, and leveraging third-party APIs. The solutions presented are practical and essential for all Web design and development professionals.



Bulletproof Web Design: Improving Flexibility and Protecting Against Worst-Case Scenarios with XHTML and CSS, Second Edition

Dan Cederholm
9780321509024, $39.99

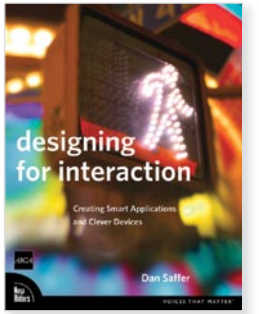
Author and Web designer Dan Cederholm outlines standards-based strategies for building designs that provide flexibility, readability, and user control—key components of every successful site. Each chapter starts out with an example of an unbulletproof site—one that employs a traditional HTML-based approach—which Dan then deconstructs, pointing out its limitations. He then gives the site a makeover using XHTML and CSS.



Bulletproof Ajax

Jeremy Keith
9780321472663, $34.99

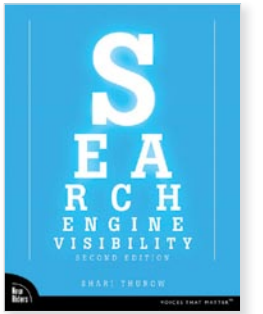
Web site designers love the idea of Ajax—creating Web pages in which information can be updated without refreshing the entire page. But for those who aren't programmers, enhancing pages using Ajax can be a challenge. Even more of a challenge is making sure those pages work. In this book, author Jeremy Keith demonstrates how developers comfortable with CSS and (X)HTML can build Ajax functionality without frameworks, using the ideas of graceful degradation and progressive enhancement.



Designing for Interaction: Creating Smart Applications and Clever Devices

Dan Saffer
9780321432063, $40.00

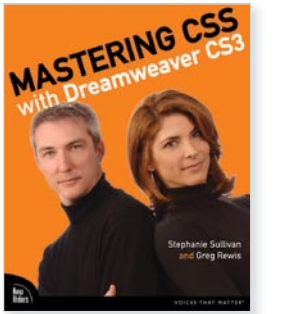
Interaction Design is the exciting discipline behind such products as the iPod and innovative Web sites like Flickr. More than just a how-to manual, *Designing for Interaction* covers interaction design fundamentals, approaches to designing, design research, and more—all from a designer's point of view rather than that of an engineer. Filled with tips, real-world projects, and interviews, you'll get a solid grounding in everything you need to successfully tackle interaction design.



Search Engine Visibility, Second Edition

Shari Thurow
9780321503244, $34.99

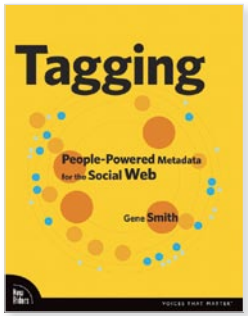
Getting noticed isn't just about being first in line—but it doesn't hurt! This book shows you how to design, write, and create user-friendly Web sites that get top positions in search results. Including up-to-date coverage of blogs, podcasts, and Web applications as well as common pitfalls, this book is a must-read for anyone who wants to create more effective Web sites that meet both user and business goals.



Mastering CSS with Dreamweaver CS3

Stephanie Sullivan and Greg Rewis
9780321508973, $44.99

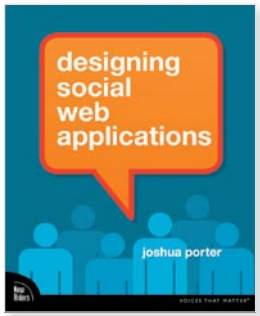
In *Mastering CSS with Dreamweaver CS3*, authors Stephanie Sullivan and Greg Rewis demonstrate how to use Dreamweaver CS3 and CSS together to create highly individualized, standards-based layouts. Through hands-on projects with visuals, the book gives readers an in-depth understanding of Dreamweaver's 32 CSS-based layouts (new in Dreamweaver CS3) and their application, enabling every user of Dreamweaver to learn CSS effectively and easily.



Tagging: People-Powered Metadata for the Social Web

Gene Smith
9780321529176, $39.99

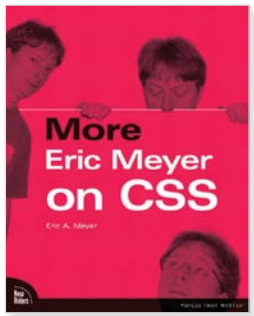
This book explains the value of tagging, explores why people tag, how tagging works and when it can be used to improve the user experience. It exposes tagging's superficial simplicity to reveal interesting issues related to usability, information architecture, online community, and collective intelligence.



Designing Social Web Applications

Joshua Porter
9780321534927, $40.00

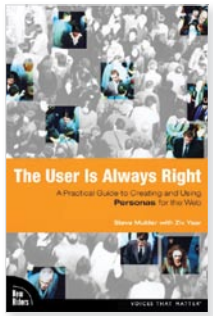
How do you create and launch a vibrant social Web application that people are motivated to use? Getting people to participate (and stay participating) is the key to any Web-based strategy, but you have to do more than simply add features. This book teaches you how. Packed full of information and best practices, this book provides a solid foundation for designing your next great Web application.



More Eric Meyer on CSS

Eric Meyer
9780735714250, $48.00

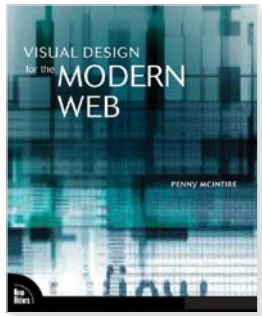
If you're a hands-on learner and want to experiment with real-world projects that will enable you to see how CSS can help resolve design issues, this book is written just for you! Eric Meyer has compiled 10 highly useful projects designed to encourage you to incorporate CSS into your sites and take advantage of the design flexibility, increased accessibility, decreased page weight, and cool visual effects that CSS offers. Each project is laid out in an easy-to-follow, full-color format complete with notes, warnings, and sidebars to help you learn through example rather than theory.



User Is Always Right: A Practical Guide to Creating and Using Personas for the Web

Steve Mulder with Ziv Yaar
9780321434531, $40.00

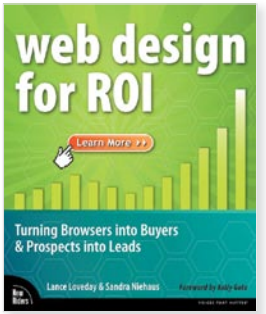
This practical guide explains how to create and use personas, including tips for conducting qualitative user research, new ways to apply quantitative research (such as surveys) to persona creation, various methods for generating persona segmentation, and proven techniques for making personas realistic. You'll also learn how to use personas effectively, from directing overall business strategy and prioritizing features and content to making detailed decisions about information architecture, content, and design.



Visual Design for the Modern Web

Penny McIntire
9780321515384, $44.99

Just as great artists must understand their tools, great Web designers must understand the technology behind their art. Author Penny McIntire demonstrates to novice Web designers how to use their tools—including HTML, CSS, and JavaScript—in conjunction with the principles of aesthetics and usability to become masters of their craft. Chapters begin with explanations of the terminology and techniques of Web structures, then demonstrate how to apply the rules of design to create beautiful sites.



Web Design for ROI: Turning Browsers into Buyers & Prospects into Leads

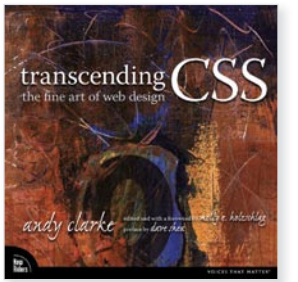
Lance Loveday and Sandra Niehaus
9780321489821, $39.99

This book, intended for online marketers, Web site managers, business professionals, programmers, and information architects, focuses on designing Web sites to achieve organizational objectives. The strategic role of various page types (home page, product page, category page, landing page, shopping cart, etc.) are discussed along with examples and case studies of each. Lists of design considerations and specific recommendations for what works are also included.

Web ReDesign 2.0: Workflow that Works

Kelly Goto and Emily Cotler
9780735714335, $50.00

Web design cycles are so short that in the time you used to spend planning a site, you'd already have developed it, implemented it, and gone on to the next today! To make sure you keep pace, Web pros Kelly Goto and Emily Cotler have distilled their real-world experience into the sound approach to Web redesign—and even initial design—workflow presented elegantly and eloquently here.



Transcending CSS: The Fine Art of Web Design

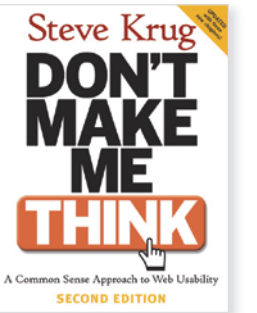
Andy Clarke, edited by Molly E. Holzschlag
9780321410979, $49.99

As the Web and the art of creating Web sites evolve, achieving truly beautiful designs necessitates using all available resources available. In this groundbreaking book, you'll discover how to implement highly original designs through visual demonstrations of markup and CSS. This visual approach covers every phase of the transcendant design process, including workflow, building functional prototypes, CSS3, and more, and also includes examples of world-class Web sites and photography that inspire designers and help them visualize their code.

HTML Dog: The Best-Practice Guide to XHTML and CSS

Patrick Griffiths
9780321311399, $44.99

HTML Dog is a comprehensive guide to XHTML—the language used to structure Web page content—and CSS—the language used to present it. With best practices (using Web standards) at its heart, it outlines how to do things the right way to produce highly optimized Web pages quickly, easily, and painlessly. The book builds on and complements the HTML Dog Web site (www.htmldog.com), which, with millions of page views every month, is one of the Web's most popular resources for Web developers.

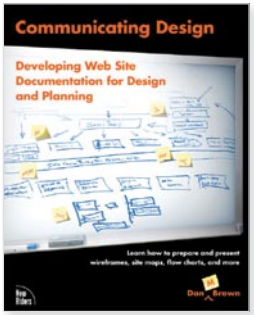


Don't Make Me Think, Second Edition: A Common Sense Approach to Web Usability

Steve Krug
9780321344755, $40.00

While technology may change and design trends come and go, the usability principles that determine your Web site's effectiveness are the same today as they were at the Web's inception. Here to provide a refresher course in them—commenting, amending, amplifying, reconsidering and offering new examples where necessary—is the completely updated best-selling classic on the topic from usability guru Steve Krug.

BEYOND THE BASICS

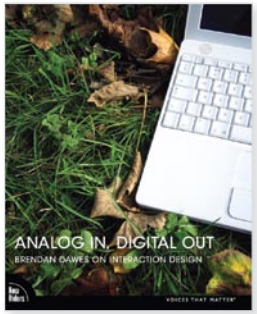


Communicating Design: Developing Web Site Documentation for Design and Planning

Dan Brown
9780321392350, $39.99

If you want your Web designs to become a reality and stay consistent over time, you need a strong set of deliverables—the flowcharts, site maps, wireframes, and more that communicate your ideas to your customers and stakeholders. Get this book, and you can be sure you will! With each chapter devoted to a different type of deliverable, author Dan Brown combines quick tips for improving documentation with in-depth discussions of presentation and risk mitigation techniques.

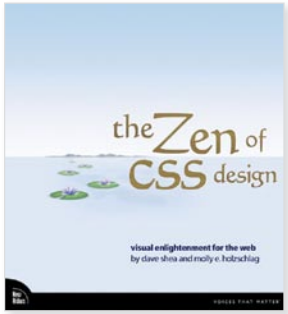
TECHNIQUE & INSPIRATION



Analog In, Digital Out: Brendan Dawes on Interaction Design

Brendan Dawes
9780321429162, $39.99

In this book, cutting-edge digital and interaction designer Brendan Dawes shows how the real world serves as inspiration for his ground-breaking work, and encourages designers to look outside the normal tools of their work and find inspiration in the most unlikely of places: anonymous handwritten signs, plumbing fixtures, toys, nature, popular culture, Jazz music, and more. Famous for his influential pep talks around the world, Brendan shares his witty and profound insights in a book that is set to become a classic source of inspiration for designers of every type.



The Zen of CSS Design: Visual Enlightenment for the Web

Dave Shea and
Molly E. Holzschlag
9780321303479, $44.99

Standards-compliant design does not need to mean dull design. In this book, beautiful, full-color reproductions of designs culled from the landmark CSS Zen Garden Web site form the basis for discussions on how to create beautiful, progressive CSS-based Web sites. An eye-opening look at the designs, layouts, typography, special effects, and themes you can implement via CSS.

Designing the Moment: Web Interface Design Concepts in Action

Robert Hoekman, Jr.
9780321535085, $39.99

The trick to great design is knowing how to think through each decision so that users don't have to. Robert Hoekman presents over 30 stories that illustrate how to put good design principles to work on real-world Web application interfaces to make them obvious and compelling. He takes a think-out-loud approach to interface design to show us how to look critically at design decisions to ensure that human beings, the kind who make mistakes and do things we don't expect, can walk away from our software feeling productive, respected, and smart.

Designing the Obvious: A Common Sense Approach to Web Application Design

Robert Hoekman, Jr.
9780321453457, $39.99

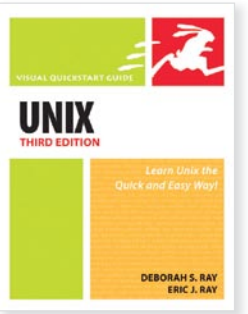
Build only what's absolutely necessary. Reduce and refine interactions and task flows. Start ignoring the demands of users and stick to a vision (gasp!). *Designing the Obvious* refines the focus of designers and developers on common sense and user experience, with a fresh and empowering philosophy that will put you one step ahead of the competition.

GETTING STARTED

C++ Programming: Visual QuickStart Guide

Larry Ullman and Andreas Signer
9780321356567, $21.99

What do Adobe, Microsoft, Amazon.com, and Google have in common? They all use C++ to develop products and provide services! As one of the world's most popular programming languages, C++ opens up a world of possibilities—if you're willing to learn it. This guide makes that task easy by tackling both object-oriented programming principles and the ABCs of C++ itself through a series of task-based lessons that employ friendly language and a plethora of visual aids to explain every aspect of the development language.

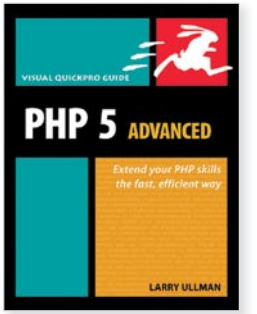


Unix, Third Edition: Visual QuickStart Guide

Deborah Ray and Eric Ray
9780321442451, $29.99

This best-selling reference's visual format and step-by-step, task-based instructions will have you up and running with Unix software in no time. In this completely updated edition of our best-selling guide to Unix, leading software application experts Deborah S. Ray and Eric J. Ray use crystal-clear instructions and friendly prose to introduce you to Unix. Filled with step-by-step, task-based instructions and loads of visual aids, this book explains how to use the most common Unix commands.

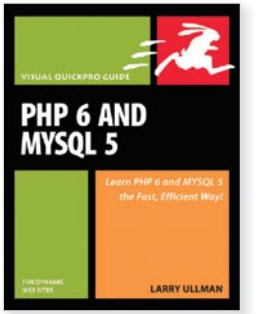
BEYOND THE BASICS



PHP 5 Advanced: Visual QuickPro Guide

Larry Ullman
9780321376015, $34.99

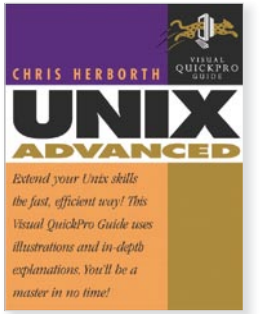
Filled with 15 chapters of step-by-step content and written by best-selling author and PHP programmer Larry Ullman, this guide teaches specific topics in direct, focused segments, shows how PHP is used in real-world applications, features popular and most-asked-about scripts, and details those technologies that will be more important in the future. You'll learn about object-oriented programming, PHP interactions with a server, XML, RSS, Networking with PHP, image and PDF generation, and more.



PHP 6 and MySQL 5 for Dynamic Web Sites: Visual QuickPro Guide

Larry Ullman
9780321525994, $39.99

This updated bestseller is indispensable for Web designers who want to replace their static sites with something more dynamic. After grounding readers with separate discussions of first the scripting language (PHP) and then the database program (MySQL), Larry Ullman goes on to cover security, sessions and cookies, and using additional Web tools, with several sections devoted to creating sample applications. The companion Web site includes source code, support forums, and extra tutorials.

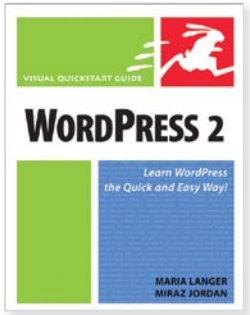


Unix Advanced: Visual QuickPro Guide

Chris Herborth
9780321205490, $29.99

Ready to take your Unix skills to the next level? If you've mastered the flavors, commands, and technical jargon surrounding Unix, and you're comfortable working from within the command line, this book shows you how to combine and synthesize commands to take full advantage of all of Unix's functionality. The focus here is on advanced Unix security, networking, and system administration.

Would you like to read one of these books as an eBook? Visit **www.peachpit.com/ebooks** to purchase your digital copy.



WordPress 2: Visual QuickStart Guide

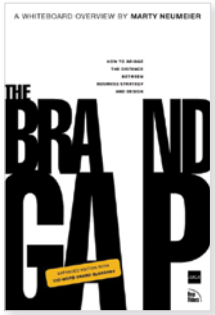
Maria Langer and Miraz Jordan
9780321450197, $29.99

WordPress is an open source personal publishing platform that is easy to use, flexible, and highly customizable. Although used primarily for publishing blogs, WordPress can easily be used to create and maintain complete Web sites. This easy-to-follow, step-by-step guide shows you how to install, use, and customize WordPress to get the most from the software.

Search Engine Advertising: Buying Your Way to the Top to Increase Sales, Second Edition

Mary O'Brien with Catherine Seda
9780321495990, $34.99

The most common activity for U.S. Internet users besides email is searching for information. This new advertising opportunity means that small businesses can compete directly with large corporations. A top keyword position is less about luck and more about strategy. This book reveals how to effectively buy a top position on the major search engines and directories. Readers will discover how to avoid common pitfalls such as poor-performing ad copy and low visitor-to-buyer conversions.



Brand Gap, Revised Edition

Marty Neumeier
9780321348104, $21.99

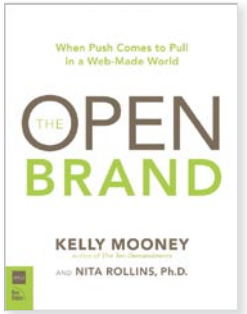
This best-selling guide shows you how to bridge the distance between business strategy and design. Marty Neumeier, one of today's most well-known and respected authorities on branding, teaches the difference between good and bad branding as you move through five critical disciplines: Differentiation, Collaboration, Innovation, Validation, and Cultivation. New in this edition: a comprehensive branding dictionary!

ZAG: The #1 Strategy of High-Performance Brands

Marty Neumeier
9780321426772, $24.95

In an age of me-too products and instant communications, keeping up with the competition is not a winning strategy. Today you have to out-position, out-maneuver, and out-design the competition. The new rule? When everybody zigs, zag. In the recent bestseller, *The Brand Gap*, Neumeier showed companies how to bridge the distance between business strategy and design. In his latest book, *ZAG*, he illustrates the first big step in building a high-performance brand-radical differentiation.

IN-DEPTH REFERENCE

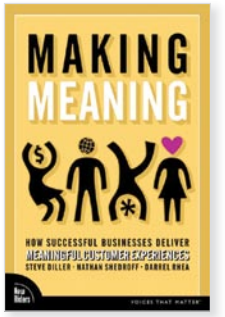


The Open Brand: When Push Comes to Pull in a Web-Made World

Kelly Mooney and Nita Rollins
9780321544230, $24.99

With the open source software movement, new behaviors—creating, sharing, influencing—are becoming widespread enough to blur forever our roles. Through a deconstruction of some of marketing's fundamental practices and precepts, a portrait gallery of icitizens, and a framework for creating and measuring the four essential consumer experiences of the Web-made world, *The Open Brand* argues that the way forward is through being O.P.E.N.: On-demand, Participatory, Emotional, and Net.

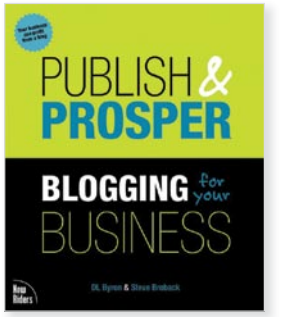
TECHNIQUE & INSPIRATION



Making Meaning: How Successful Businesses Deliver Meaningful Customer Experiences

Steve Diller, Nathan Shedroff and Darrel Rhea
9780321552341, $24.99

Written in the tradition of Luis Cheskin, one of the founding fathers of market research, this book explores the meaningful customer experience. It not only encourages businesses to adopt an innovation process that's centered on meaning, it also tells you how. With insightful real-world examples drawn from the Cheskin company's experience and from the authors' observations of the contemporary global market, this book outlines a meaning-centric plan of action.



Publish and Prosper: Blogging for Your Business

DL Byron and Steve Broback
9780321395382, $26.99

It's time for a practical book about business blogging: a book that offers concrete advice, no-nonsense research, warnings about common pitfalls, and real-world examples of business-blog successes and failures. A conversation with your market is stronger and more meaningful with a blog. When you're ready to bridge the gap between blogging theory and business reality, this book will get you talking, easily and professionally.

The Imagination Challenge: Strategic Foresight and Innovation in the Global Economy

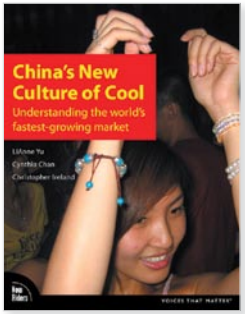
Alexander Manu
9780321413659, $44.99

Humans are all born with creative instincts, but in the interest of efficient and predictable productivity, institutions such as schools and businesses routinely hinder those impulses. Manu's engaging and inspiring book offers companies a wealth of practical advice and tactics to unleash their full creative potential and break ahead of the crowd. Manu's provocative, insightful applied methodologies for creating new business opportunities and transformative innovations gain resonance from real-world scenarios.

The Tech-Savvy Real Estate Agent

Galen Gruman
9780321413666, $29.99

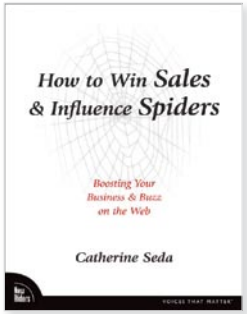
Sure, you know how to use the MLS database, but do you know how to establish a Web presence or do email customer outreach? Get this hands-on guide, and you will! As you learn about everything from working in multiple locations to creating transaction libraries, using digital photography, and more, you'll become a better real estate agent by learning and effectively using current computer technology and tools in your business.



China's New Culture of Cool: Understanding the World's Fastest-Growing Market

LiAnne Yu, Cynthia Chan and Christopher Ireland
9780321453440, $27.99

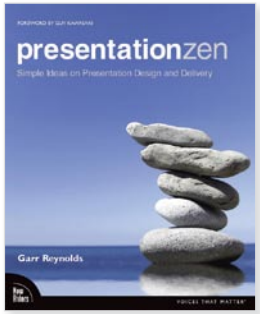
When China opened its borders to travelers and its economy to international trade, it became a huge potential marketplace for goods and services. To succeed in that emerging market, smart businesses need to understand its driving influences—especially its urban youth. Focusing on four fundamental aspects of the consumer Chinese lifestyle—food, style, home life, and mobility—this book shows how Chinese culture is speedily developing into a radically new form.



How to Win Sales & Influence Spiders: Boosting Your Business & Buzz on the Web

Catherine Seda
9780321496591, $24.99

If you're like most business professionals, you could be losing $10,000, $100,000, or even $1 million a month on the Web! Catapulting your business online is easier than you may think. Thanks to new and emerging developments in Web technology, you can immediately reach more new customers—free. Plus, you can better leverage your "traditional" Internet marketing to get more traffic from the search engines and free publicity from the press.



Presentation Zen: Simple Ideas on Presentation Design and Delivery

Garr Reynolds
9780321525659, $29.99

This book aims to help people break out of the rut of making typical PowerPoint presentations. *Presentation Zen* is a provocative mix of illumination, education, and guidance. After all, what may seem like common sense regarding presentations is not common practice. Balancing the principles of design, the tenets of Zen simplicity, multimedia and cognitive learning theory, along with practical advice from the field, the book is a visual and instructional tour de force.

VOICES THAT MATTER CONFERENCES

Still hungry for more? The Pearson Education Voices That Matter Conference series gives voice to the most important thought leaders in the fields of technology, design, and business today. These conferences provide our readers access to those who have devised the most innovative, leading edge approaches in their industry. Highly visible practitioners and luminaries who have invented new technologies and inspired passionate communities, our speakers are the individuals who have made the strongest impact in their field. Watch for upcoming conferences at **www.voicesthatmatter.com**.

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