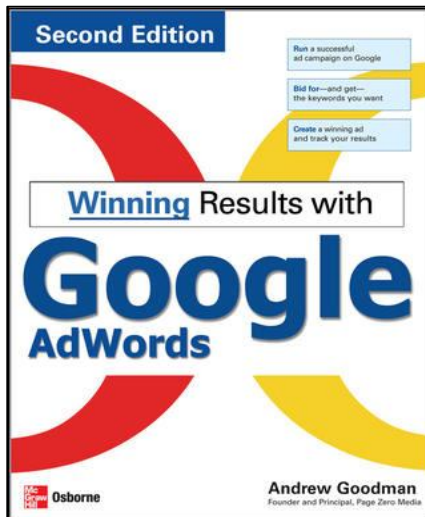


Winning Results with Google AdWords, Second Edition

Andrew Goodman

Imprint: MCGRAW-HILL PROFESSIONAL



Pub Date: January 2009

ISBN: 9780071496568

Format: Softcover

Subject Area: Computing

Pages: 384

Price: AU\$ 39.95/ NZ\$ 45.00

Description:

Reach millions of targeted new customers

The AdWords system developed by Google is a sophisticated, well-developed, and wildly popular advertising program based on a hierarchy of search returns on Google's website. This fully updated guide is designed to dispel the confusion within the AdWords system and enable marketing professionals in both small and large businesses to build successful AdWords campaigns to tap this massive resource.

Key Features:

- Google AdWords generated more than \$10 billion in 2005
- New coverage of dayparting, geotargeting, and quality-based bidding

Market:

Anyone responsible for an online marketing program, from entrepreneurs, to marketing managers, to webmasters, to strategists, ad agencies, to upper management of businesses of all sizes, from small startups to established Fortune 500 companies.

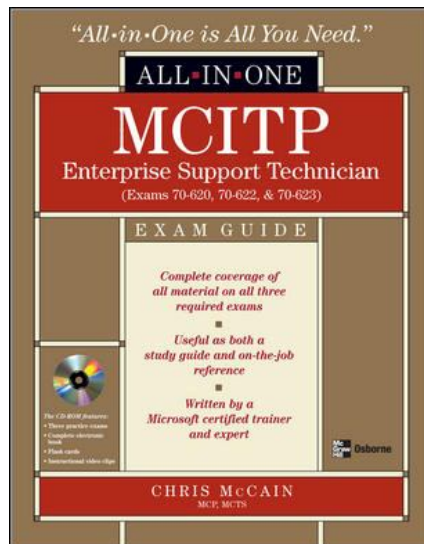
Author Biography:

Andrew Goodman is principal of Page Zero Media, a marketing agency which focuses on maximising clients' paid search marketing campaigns. He is the author of the first edition of this book.

MCITP Windows Vista Support Technician All-in-One Exam Guide (Exam 70-620, 70-622, & 70-623)

Chris McCain

Imprint: MCGRAW-HILL PROFESSIONAL



Pub Date: January 2009
ISBN: 9780071546676
Format: Hardcover with CD
Subject Area: Computing
Pages: 864
Illustrations: 205
Price: AUSS 110.00/ NZ\$ 125.00

Description:

An Exam Guide and a Desktop Reference All in One!

This authoritative volume offers complete coverage of all three of the new Microsoft Certified IT Professional exams for Windows Vista. Hundreds of practice questions, detailed explanations, and real-world examples help you learn the material for the exams as well as prepare for on-the-job success. The CD-ROM includes three full practice exams, an electronic copy of the book, flash cards, and instructional video clips.

Key Features:

- There are currently one million Microsoft Certified Professionals
- Covers all three exams in one book for a significantly lower cost than competitive solutions, which consist of separate books for each exam.

Market:

Candidates for this exam are IT professionals who work in an enterprise environment that uses Windows Vista, who have experience with previous versions of the Windows operating system, and who might have experience with Windows Server operating systems.

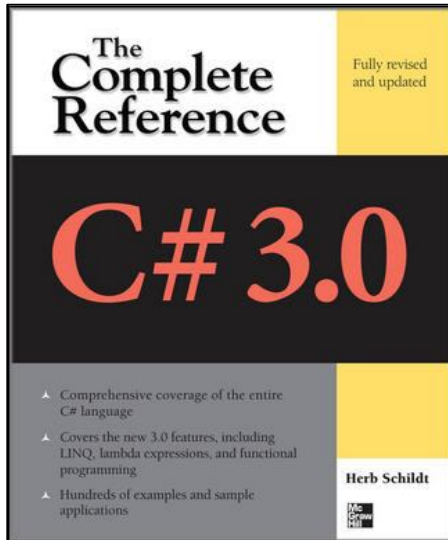
Author Biography:

Chris McCain, MCP, MCTS is a technology author and trainer and the president of the National IT Training & Certification Institute.

C# 3.0 THE COMPLETE REFERENCE 3rd Edition

Herb Schildt

Imprint: MCGRAW-HILL PROFESSIONAL



Pub Date: January 2009

ISBN: 9780071588416

Format: Softcover

Subject Area: Computing

Pages: 936

Price: AU\$ 65.00/ NZ\$ 75.00

Description:

The most comprehensive C# resource available

Bestselling author Herb Schildt has fully revised his classic reference, providing developers at all levels with coverage of all the features in Microsoft's C# 3.0 the newest version shipping as part of the .NET 3.5 Framework. With carefully crafted explanations, insider tips, and hundreds of examples, this book offers in-depth coverage of all aspects of C#, including its keywords, syntax, and core libraries.

Updated throughout, *C# 3.0: The Complete Reference* includes three new chapters covering LINQ, lambda expressions, and functional programming. New coverage of expression trees, implicitly typed variables, anonymous types, extension methods, and object and collection initialisers is also included.

Key Features:

- Technically reviewed by Michael Howard, Microsoft
- Herb Schildt's programming books have sold more than 3.5 million copies

Market:

C# programmers moving to C# 3.0 within the .NET 3.5 framework and experienced programmers who work with other languages who are incorporating C# into their skill set and who want only a superior reference work that documents the language in depth.

Author Biography:

Herb Schildt is the world's leading programming author, whose books have sold more than 3.5 million copies worldwide. His acclaimed books include *Java: The Complete Reference*, *C++: The Complete Reference*, and many others.

Oracle Enterprise Content Management Strategies and Best Practices

Andy MacMillan, Brian Huff

Imprint: MCGRAW-HILL PROFESSIONAL



Pub Date: January 2009

ISBN: 9780071602365

Format: Softcover

Subject Area: Computing

Pages: 256

Price: AU\$ 55.00/ NZ\$ 65.00

Description:

Manage corporate-wide content and intellectual property

Here is the first book to tie together the strategies, best practices, and practical approaches to implementing Enterprise Content Management (ECM). You will learn how to gain control of disparate enterprise content and harness intellectual property. The book presents a new, broad approach to ECM that encompasses multiple repositories, corporate-wide document management policies, and true information security.

Key Features:

- According to IDC, Oracle's ECM market share grew by 10 percent in 2006
- Oracle's Universal Content Management won *Info World's* 2008 Technology of the Year Award for Best Enterprise Content Management

Market:

Executive level IT (CIO) looking for a comprehensive, true enterprise strategy for managing documents and unstructured information. Business teams evaluating or rolling out a content management project or system. IT professionals leading the evaluation, design, and deployment of content management solutions.

Author Biography:

Andy MacMillan is vice president of product management for Oracle Content Management.

Brian "Bex" Huff is an independent software architect specialising in Oracle Universal Content Management.