

COMPUTERS

# ELSEVIER

## NEW RELEASE

Morgan  
Kaufmann

**Bestselling author and SQL guru Joe Celko ensures programming success through adherence to multimillion dollar industry standards!**

## Joe Celko's Data, Measurements and Standards in SQL

**Joe Celko**

Independent Consultant & Columnist for Intelligent Enterprise, USA

### KEY FEATURES:

- Collects and details the diverse data standards of myriad industries under one cover, thereby creating a definitive, one-stop shopping opportunity for database programmers
- Enables readers to write and implement portable data that can interface to any number of external application systems, allowing readers to cross business boundaries and move up the career ladder
- Expert advice from one of the most-read SQL authors in the world known for his 10 years of service on the ANSI SQL standards committee and Readers Choice Award-winning column in *Intelligent Enterprise*

### DESCRIPTION:

Joe Celko has looked deep into the code of SQL programmers and found a troubling pattern - a frightening lack of consistency between their individual encoding schemes and those of the industries in which they operate. This translates into a series of incompatible databases, each one an island unto itself that is unable to share information with others in an age of internationalization and business interdependence. Such incompatibility severely hinders information flow and the quality of company data. *Data, Measurements and Standards in SQL* reveals the shift programmers need to make to overcome this deadlock. By collecting and detailing the diverse standards of myriad industries, and then giving a declaration for the units that can be used in an SQL schema, Joe enables readers to write and implement portable data that can interface to any number of external application systems!

### RELATED TITLES:

Celko, Joe Celko's Analytics and OLAP in SQL (MK 2006); 208pp, paperback; 41.95USD/24.99GBP/36.95EUR (9780123695123); BOOKSCAN: 1,161

Celko, Joe Celko's Thinking in Sets: Auxiliary, Temporal, and Virtual Tables in SQL (MK 2008); 384pp, paperback; 29.95USD/17.99GBP/24.95EUR (9780123741370); BOOKCAN:1,074

**ISBN:** 978-0-12-374722-8

**PUB DATE:** late September 2009

**LIST PRICE:** \$49.99

**DISCOUNT:** Trade

**FORMAT:** Paperback

**PAGES:** c. 330

**TRIM SIZE:** 7.5w x 9.25h "

**AUDIENCE:** Working SQL programmers, database administrators, database designers, database analysts, and application system developers as well as those who are developing new features for DBMSs who want to know about users' ideas and needs.

**SHELVING CLASSIFICATIONS:** COMPUTERS / Database Management / General

**BISAC CODES:** COM021000

### MARKETING:

- Inclusion in bi-annual catalog
- banner ads on relevant sites
- feature at relevant conferences, including DAMA

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# Celko: Joe Celko's Data, Measurements and Standards in SQL (978-0-12-374722-8)

## **TABLE OF CONTENTS:**

- 0.0. Introduction
- 1.0. Scales and Measurement Theory
- 2.0. Data Encoding Schemes
- 3.0. Physical Measurements
- 4.0. Temporal Measurements
- 5.0. Industry Standards For Products
- 6.0. Postal Address Encoding
- 7.0. Currency
- 8.0. Internet
- 9.0. Business Codes
- 10.0. Medical Systems
- 11.0. General Classification Systems

# ELSEVIER

## KEY TITLE



Morgan  
Kaufmann

*The most lucid and effective introduction to relational database design, providing the tools to put practical instruction to work immediately*

## Relational Database Design and Implementation, 3e

*Clearly Explained 3e*

**Jan L. Harrington**

Professor and Department Chair, Computer Science, Marist College, Hyde Park, New York, U.S.A.

### KEY FEATURES:

- Principles needed to understand the basis of good relational database design and implementation practices
- Examples illustrate core concepts to put the book's practical instruction to work
- Design approaches that ensure data accuracy and consistency

### DESCRIPTION:

Fully updated and expanded, *Relational Database Design and Implementation, 3e* is the most effective introduction available for IT/IS professionals interested in honing their skills in database design, implementation, and administration. This book provides the conceptual and practical information necessary to develop a design and management scheme that ensures data accuracy and user satisfaction while optimizing performance, regardless of experience level or choice of DBMS. Supporting the book's step-by-step instruction are three NEW case studies illustrating database planning, analysis, design, and management practices. In addition, an entirely NEW section is devoted to database implementation and management issues.

### RELATED TITLES:

Churcher, Clare: *Beginning Database Design: From Novice to Professional*, Apress 2007 (9781590597699) 300 pages; paperback 35USD/23.99GBP/30.95EURO BOOKSCAN = 1,925

Hernandez, Michael J: *Database Design for Mere Mortals 2e*, Addison-Wesley Professional 2003 (9780201752847) 672 pages; paperback 60USD / 37.99 GBP / 47.95EURO BOOKSCAN= 17,293

Harrington, *Relational Database Design and Implementation 2e*, MK 2002 (9781558608207) 416 pages; paperback 54.95USD/ 32.99GBP/ 46.95EUR BOOKSCAN= 2, 851

ISBN: 978-0-12-374730-3

PREVIOUS EDITION ISBN:  
978-1-55860-820-7

PUB DATE: September 2009

LIST PRICE: \$52.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 424

TRIM SIZE: 7.5w x 9.25h "

PRINT RUN: 3531

AUDIENCE: IT/IS professionals interested in becoming database designers or administrators (i.e., the budding database developer in a large enterprise).

SHELVING CLASSIFICATIONS:  
COMPUTERS / Database  
Management / General

BISAC CODES: COM021000

### MARKETING:

Inclusion in bi-annual catalog; banner ads on relevant sites; feature at conferences, including DAMA.

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Harrington: Relational Database Design and Implementation, 3e (978-0-12-374730-3)

**TABLE OF CONTENTS:**

Part One: Introduction

Chapter 1: The Database Environment

Chapter 2: Systems Analysis and Database Requirements

Part Two: Database Design Theory

Chapter 3: Why Good Design Matters

Chapter 4: Entities and Relationships

Chapter 5: The Relational Data Model

Chapter 6: Normalization

Chapter 7: Database Structure and Performance Tuning

Chapter 8: Codd's Rules for Relational Database Design

Part Three: Relational Design Practice

Chapter 9: Using SQL to Implement a Relational Design

Chapter 10: Using CASE Tools for Database Design

Chapter 11: Database Design Case Study #1: Database Design Case Study #1: Mighty-Mite Motors

Chapter 12: Database Design Case Study #2: East Coast Aquarium

Chapter 13: Database Design Case Study #3: SmartMart

Part Four: Database Implementation Issues

Chapter 14: Concurrency Control

Chapter 15: Database Security

Chapter 16: Data Warehousing

Chapter 17: Data Quality

Chapter 18: XML

Appendix A: Historical Antecedents

# ELSEVIER

## NEW RELEASE



*A one-stop shop for one million Final Cut editors needing to implement Adobe creative suite toolset solutions to achieve state-of-the-art productions*

## Adobe Production Premium for Final Cut Studio Editors

### Larry Jordan

Apple-Certified trainer in digital media with over 30 years experience as a television producer, director and editor with national broadcast and corporate credits. Founder and Editor-in-Chief of Edit Well, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. Author of hundreds of hours of online training, published by Lynda.com and two books on Final Cut Pro, published by Peachpit Press.

### KEY FEATURES:

- Full-color presentation of real-world workflows that demonstrate the integration of these industry-leading application suites
- Authored by a leading Final Cut trainer
- Companion website with digital media examples

### DESCRIPTION:

Adobe's Production Premium bundle of tools offer Apple's one million+ Final Cut Studio users industry-standard tools that can be used throughout the production and postproduction processes. Now that the Adobe tools are offered for the Apple platform, Final Cut users can integrate the tools into their workflow with ease and confidence. Whether it is to use Photoshop and After Effects to create preproduction animatics, Adobe's OnLocation for technical checks during shooting, Flash for web video output, or Encore for Blu-Ray DVD mastering, the Adobe toolset is a vital one.

### RELATED TITLES:

Weynand: Apple Pro Training Series: Final Cut Pro 6 (2007, \$54.99/£39.99, 978-0321502650) US Bookscan: 9,706

Wohl: Apple Pro Training Series: Final Cut Pro 6 Beyond the Basics (2007, 54.99/£39.99, 978-0321509123) US Bookscan: 3,185

Meyer & Meyer: Creating Motion Graphics with After Effects, 4e (2007, \$64.95/£37.99 978-0240810102) US Bookscan: 4,895

**ISBN:** 978-0-240-81223-6

**PUB DATE:** late September 2009

**LIST PRICE:** \$44.95

**DISCOUNT:** Trade

**FORMAT:** Paperback + website

**PAGES:** c. 352

**TRIM SIZE:** 7.75w x 9.75h "

**AUDIENCE:** Film and video producers, editors and students that work within the Final Cut Studio software suite

### SHELVING CLASSIFICATIONS:

COMPUTERS / Computer Graphics / General,  
PERFORMING ARTS / Film / General

**BISAC CODES:** COM012000,  
PER004000

**MARKETING:** Print: Creative Cow; Online: provideocoalition.com; studiodaily.com Email: blast 2X to industry professionals 5K; Community marketing: excerpts posted on targeted forums; Tradeshows: NAB, SIGGRAPH

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Mail Date 4/2009

Jordan: Adobe Production Premium for Final Cut Studio Editors (978-0-240-81223-6)

**TABLE OF CONTENTS:**

Introduction; Adobe Bridge--The Hub of this Universe; Testing Mobile Media Using Device Central; Exporting Stills from Final Cut Pro to Photoshop; Prepping Your Stills in Photoshop; Modifying Adobe Illustrator files; Creating Masks in Photoshop for FCP Effects; Video Editing and image Clean-up in Photoshop; Round-tripping between After Effects and FCP; Chapter 10: Monitoring On-set Video with OnLocation CS4; Speech to Text Transcripts in Soundbooth CS4; Creating Blu-ray Discs in Adobe Encore; Creating Flash Videos; Using Adobe Media Player

# ELSEVIER

## NEW RELEASE



*Modo is the hottest new 3D package around and we have a Luxology insider on the job presenting tips and tricks for success. Luxology wants to AUTHORIZE this book, and sell it on their site!*

## Real World Modo: The Authorized Guide

*In the Trenches with Modo*

### Wes McDermott

Wes McDermott has been a professional 3D artist for 10 years, working in 3D modeling and print design. For the past six years, Wes has been the Multi-Media Developer for UPS at the Flight Training Center, working on flight simulators. He creates various 3D elements for video and interactive online training.

#### KEY FEATURES:

- Author, Wes McDermott, is featured on Luxology's own website (community tab, first page) CUSTOMER PROFILE, AN INTERVIEW WITH Wes McDermott
- Identifies and exploits the power of the Modo toolset, while also illustrating the tremendous advantages of learning and implementing Modo into diverse workflows and industries
- Inspires readers with captivating 3D imagery, pertinent industry information, real world observations, and valuable tips and tricks

#### DESCRIPTION:

Modo is one of the most exciting 3D applications to come out in ages. With its revolutionary toolset, inspiring 3D rendering engine, and advanced ergonomics, it promises to offer tremendous advantages to almost any segment within the CGI and graphics industry.

This book teaches artists how to use Modo to maximize benefits with the shortest learning curve. To not only identify and exploit the power of the Modo toolset, but to also show the tremendous advantages of learning and implementing Modo to any who could derive a benefit by doing so.

Wes McDermott will illuminate Modo with clear, motivating, entertaining and stylized pages. This book will inspire and intrigue readers with captivating imagery, strong emotional draw, pertinent industry information, real-world observations, and valuable tips and tricks.

#### RELATED TITLES:

- 3ds Max 9 Essentials, Autodesk, 9780240809083, October 6, 2006, \$49.95, £28.99, 640pp, COPS: 7,864, DELTA: 1,799, TOTAL: 9,663, US Bookscan: 2,002.
- Official Luxology Modo Guide, Ablan, 9781598630688, Thomson Learning, September 26, 2006, 392pp, \$49.99, £37.99, US Bookscan: 1,193, UK Bookscan: 225.
- Official Luxology Modo 301 Guide, Ablan, 9781598634976, Cengage Learning, May 14, 2008, 438pp, \$49.99, £37.99, US Bookscan: 351.

ISBN: 978-0-240-81199-4

PUB DATE: September 2009

LIST PRICE: \$49.95

DISCOUNT: Trade

FORMAT: Paperback

PAGES: c. 384

TRIM SIZE: 7.75w x 9.75h "

**AUDIENCE:** Computer graphic (CGI) artists including creative imaging professionals (photographers, retouchers), animators, 3d artists, web designers/artists.

Level: Intermediate to Advanced

#### SHELVING CLASSIFICATIONS:

COMPUTERS / Computer Graphics / General,  
COMPUTERS / Interactive & Multimedia

**BISAC CODES:** COM012000,  
COM034000

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McDermott: Real World Modo: The Authorized Guide (978-0-240-81199-4)

**TABLE OF CONTENTS:**

Real World Modo

Table of Contents:

Chapter 1: Trench warfare: Working as a 3D artist

Chapter 2: Becoming a Modo-naut The Modo interface and Modo architecture

Chapter 3: Modeling

Chapter 4: UV Mapping: Becoming a Taxidermist

Chapter 5: Texturing

Chapter 6: Animation

Chapter 7: Camera and Staging: Bringing it all in focus

Chapter 8: Lighting and Rendering: Making the Difference

Chapter 9: Advanced Rendering: Working in Linear Space

Chapter 10: Integrating modo into your pipeline

Chapter 11: Interactive 3D Design

Chapter 12: Closing

# ELSEVIER

## KEY TITLE



Morgan  
Kaufmann

*Everything you need to know to implement currently available optical networking solutions!*

## Optical Networks, 3e

*A Practical Perspective*

**Rajiv Ramaswami**

Nortel Networks

**Kumar Sivarajan**

Tejas Networks

**Galen Sasaki**

Chair, EE Department, University of Hawaii

### KEY FEATURES:

- In-depth coverage of optimization, design, and management of the components and transmission of optical networks
- Filled with examples, figures, and problem sets to aid in development of dependable, speedy networks
- According to Infonetics Research, a new optical network layer is gaining prominence as carriers transform their networks in an effort to build a more cost-efficient infrastructure to move data, images, video, music, etc. in today's media-rich environment

### DESCRIPTION:

Optical fiber is set to exceed the sales of copper fiber in the near future. This change has been initiated by the need to efficiently move large volumes of multimedia content over long distances. Video on demand, online gaming (XBOX 360 and Playstation 3), and HD personal video conferences insist upon non-stop fast, efficient, and dependable network service. Optical networks have extremely flexible infrastructures that can handle lots of information at faster rates while optical switching and redundant fibers aid against delivery failure.

The 3e of *Optical Networks* will continue be the market leader with its enormous depth and breadth of coverage. Architecture, design, and management are completely covered at both the transmission and component levels. Essential updates throughout the book include discussions of aggregation and transport of broadband traffic, especially IPTV (TV over the Internet), and new design examples for metro and long haul traffic.

### RELATED TITLES:

PETERSON/DAVIE: Computer Networks: A Systems Approach. (MK, 2003) \$89.95 ISBN: 9781558608320. BOOKSCAN: 2,204

RAMASWAMI: Optical Networks, 2e (MK, 2001) \$101.00 ISBN: 9781558606555 BOOKSCAN: 2, 859

ISBN: 978-0-12-374092-2

PREVIOUS EDITION ISBN:  
9781558606555

PUB DATE: September 2009

LIST PRICE: \$89.95

DISCOUNT: Agency

FORMAT: Hardback

PAGES: c. 925

TRIM SIZE: 7.5w x 9.25h "

PRINT RUN: 6000

**AUDIENCE:** Network engineers, designers, planners, architects, and managers, optical network and product developers, and industry researchers in optics, communications engineering, and networking

### SHELVING CLASSIFICATIONS:

TECHNOLOGY / Optics,  
COMPUTERS / Networking /  
General

**BISAC CODES:** TEC030000,  
COM043000

### MARKETING:

Inclusion in bi-annual catalog;  
print ads in IEE Networking  
publications; banner ads on  
relevant sites

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Ramaswami: Optical Networks, 3e (978-0-12-374092-2)

**TABLE OF CONTENTS:**

Chapter 1: Introduction to Optical Networks  
PART I: TECHNOLOGY  
Chapter 2: Propagation of Signals in Optical Fiber  
Chapter 3: Components  
Chapter 4: Modulation and Demodulation  
Chapter 5: Transmission System Engineering  
PART II: NETWORKS  
Chapter 6: Client Layers of the Optical Layer  
Chapter 7: WDM Network Elements  
Chapter 8: WDM Network Design  
Chapter 9: Control and Management  
Chapter 10: Network Survivability  
Chapter 11: Access Networks  
Chapter 12: Photonic Packet Switching  
Chapter 13: Deployment Considerations  
Appendix A: Acronyms  
Appendix B: Symbols and Parameters  
Appendix C: Standards  
Appendix D: Wave Equations  
Appendix E: Pulse Propagation in Optical Fiber  
Appendix F: Nonlinear Polarization  
Appendix G: Multilayer Thin-Film Filters  
Appendix H: Random Variables and Processes  
Appendix I: Receiver Noise Statistics