NEW RELEASES IN JANUARY 2016

Short overview

CRM FOR ONLINE SHOPS
MAKE BIG DATA SMALL – SUCCESFULL CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE

MAILCHIMP
THE PRACTICAL MANUAL
E-MAIL MARKETING FOR B2B AND B2C

APP MARKETING FOR IPHONE AND ANDROID
PLANNING, DESIGN AND MARKETING OF APPS IN THE MOBILE BUSINESS

SMALL BASIC FOR KIDS

ASTROPHOTOGRAPHY
LOOK TO THE SKY WITH THE DIGITAL CAMERA
Customer relationship management aims to take better advantage of the customer value over the entire lifecycle of the business relationship. For this, one must know the needs of the customers. To identify them, as an operator of a website or an online store you have numerous data available – the keyword is big data. But often the know-how to filter relevant data from this enormous amounts and to derive the right conclusions and actions is just not there.

The book describes how to identify relevant customer segments and their needs by structured data analysis and how to infer the right measures and campaigns from the results of that analysis.

With this book, you have a practical guide on hand to introduce and expand an effective CRM in your business.
MailChimp is one of the world leaders in the field of e-mail marketing and newsletter software and it is suitable for everyone – no matter what is the application: companies, organizations, bloggers and home users can use MailChimp for free for sending newsletters and transactional emails.

In this practical and easy to understand handbook MailChimp is explained in detail and step by step: from the setup of the first account to creating address lists and all necessary forms. The automation, autoresponder and in particular the analysis and evaluation of campaigns are explained in detail. At it you benefit from the long experience of the two authors.

For advanced user the authors go into webhooks and goals, API programming and MailChimp apps at the end of the book.

Michael Keukert and Tobias Kollewe have been advising customers in e-mail marketing with MailChimp at the e-commerce service AIXhibit AG for several years.
**APP MARKETING FOR IPHONE AND ANDROID**

**PLANNING, DESIGN AND MARKETING OF APPS IN THE MOBILE BUSINESS**

iPhone or Android – apps are the success of the smartphone market. But it is no longer sufficient just to publish an app and wait for success. In this book, the author shows all important screws that you have to turn to make an app successful and to position it in the highly competitive app market.

The book is aimed at developers who want to implement their own ideas, as well as app publishers who let their ideas be implemented by external service providers. It does not matter, if you publish apps for smartphones or tablets, for Apple’s iOS or Google's Android. The contents of this book are applicable for all platforms.

**USE IDEAS AND CONCEPT APPS EFFECTIVELY**

**PLAN MARKETING, IMPLEMENT IT SUCCESSFULLY AND BUILD LONG-TERM CUSTOMER-LOYALTY**

**KEY FIGURES IN THE APP BUSINESS AND TOOLS FOR MEASURING SUCCESS**

**2nd edition**

376 pages, € 24.99 (D)

Paperback, A5

ISBN: 978-3-95845-232-9

Rafael Mroz is an online marketing consultant and, among other things, responsible for the conception and marketing of mobile apps. Under the label ideas4mobile he publishes his own app ideas and has been a lecturer in the areas of online and mobile marketing.
NEW RELEASES IN JANUARY 2016

SMALL BASIC FOR KIDS

With the free development environment of Small Basic, you easily learn how to programm and score fast, great results. Hans-Georg Schumann will help you get started and shows you how to create programs. You need no prior knowledge, all terms are explained in detail. First, you will get familiar with the basics and develop many small games, then you can take on larger projects.

An appendix for parents and teachers and an overview of the complete vocabulary of Small Basic round off this book. And you can find all the examples from the book, the solutions to the tasks, as well as further material as a download in our shop.

For kids approximately 12 years of age and over and all beginners who look for a really simple introduction.

Hans-Georg Schumann was a computer science teacher at a comprehensive school. Now he successfully writes many of our books in the "for Kids"-series.
Are you fascinated by astronomy and would like to capture your celestial observations in breathtaking images? Roland Störmer points his camera toward the sky and lets the reader participate, as he photographs celestial bodies and phenomena skillfully.

Whether lunar craters, satellites, the entire night sky or distant galaxies, learn how to capture the final frontier yourself in amazing shots with the inspiring example pictures and understandable explanations in this standard reference. The required equipment is described in detail and you will be surprised by what simple means a lot is possible. In addition, based on many post production tips you learn how to optimize your pictures, for example color them interestingly.

Finally Roland Störmer has another look at weather events such as lightning and rainbows, which with some skill you can just as easily capture with the camera as the endlessly distant universe.

Roland Störmer has been a photographer for more than 23 years. Since 2008 he is engaging in digital astrophotography. In addition to some contract photographs he has already successfully implemented smaller video productions and has been operating the website digital-foto-video.eu for several years.
NEW RELEASES IN FEBRUARY 2016

Short overview

**MAC OS EL CAPITAN**
PRACTICAL KNOWLEDGE FOR BEGINNERS AND PERSONS SWITCHING

**OPENOFFICE 4**
PRACTICAL KNOWLEDGE FOR BEGINNERS AND PERSONS SWITCHING

**PROGRAMMING RASPBERRY PI WITH JAVA**

**EMBEDDED LINUX**
WITH RASPBERRY PI AND OTHERS

**STOP MOTION ANIMATION**
CREATIVE FLIMS WITH LEGO-FIGURINES
NEW RELEASES IN JANUARY 2016

MAC OS X EL CAPITAN
PRACTICAL KNOWLEDGE FOR BEGINNERS AND PERSONS SWITCHING

The well-known IT expert Jörg Schieb explains step by step how to use OS X as best as possible.

In the first part of this book, the author shortly presents the new features of OS X El Capitan. In addition, he describes exactly what you need to consider when migrating to it. Further on he underlines the features of El Capitan in detail: Finder, Spotlight, Safari, Mission Control, the new swipe gestures and the best system settings. Learn how to set up an Apple ID, back up your data regularly, shop comfortably on iTunes or edit photos with the onboard tools of the system.

In the third part of the book Schieb supports you in adjusting the system- and security settings, and provides first aid when the Mac is not working as it should.

INCLUDING ALL THE MAJOR FEATURES AND IMPROVEMENTS
EASY TO UNDERSTAND, STEP BY STEP – FOR BOTH MAC AFICIONADOS AND NEWCOMERS
WITH THE RIGHT SETTINGS TO OPTIMAL PERFORMANCE

Since 1985, Jörg Schieb reports on computer topics. To date, more than 3 million copies of his books have been sold worldwide. Today Jörg Schieb works mainly for the press, television and radio, among others for ARD, ZDF, WDR, Handelsblatt and Stiftung Warentest.
OPENOFFICE 4
PRACTICAL KNOWLEDGE FOR BEGINNERS AND PERSONS SWITCHING

The open and free office software suite OpenOffice meets all requirements set by the everyday (work) life. This book provides a comprehensive overview of all important features. You will learn how to write, edit and share text documents using Writer. Drawings with Draw, presentations with Impress databases with Base or spreadsheets with Calc – Winfried Seimert explains everything practically relevant and understandable even for beginners.

WORKING WITH THE FREE AND EQUAL ALTERNATIVE TO MICROSOFT OFFICE
WITH PRACTICAL EXAMPLES FOR BETTER UNDERSTANDING CURRENT ON WINDOWS 10

About the author:
Winfried Seimert gives lectures on IT-topics. He has written several books on different software and operating systems.

384 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-331-9
NEW RELEASES IN JANUARY 2016

PROGRAMMING RASPBERRY PI WITH JAVA

The Raspberry Pi is an inexpensive and energy-saving computer the size of a credit card. In combination with the Java language, it provides an excellent environment for rapid realization of technical ideas and projects.

Using many concrete examples this book provides you with exactly the Java skills that are tailored to the hardware of the Raspberry Pi and the Linux operating system Raspbian. In each chapter, new techniques of Java programming are introduced which you then deepen by a practical example like analogue and digital sensors, Swing for creating graphical user interfaces, threads for parallel processing of data, programming a http-server or text output with LCD displays.

The book is not only aimed at Java developers, but also to ones switching from other programming languages such as C or Python. In the appendix Java beginners find an extensive Java basic course.

ALL THE JAVA BASICS THAT YOU NEED FOR YOUR RPI

USE OF TEMPERATURE SENSORS, RELAYS, A/D CONVERTERS, ANALOG AND DIGITAL INPUTS AND SENSORS

EXAMPLE PROJECTS FROM HOME AUTOMATION: HEATING CONTROL, TIMER, ALARM SYSTEM, AUDIO AND LIGHTING CONTROL, LEVEL INDICATOR, SAVING AND VISUALIZING DATA.

576 pages, € 39.99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-055-4

Wolfgang Höfer is a software developer and has been working with the Raspberry Pi from the start.
Raspberry Pi, BeagleBone Black, Cubieboard and others helped to draw interest to Embedded Linux and its programming and use for everyday items. Increasingly it is being used in industrial environments as well.

This book covers the basics, that are necessary for the productive use of Embedded Linux. Ralf Jesse introduces the use and development of Embedded Linux on the example of the popular mini computer Raspberry Pi. He also covers all the steps that are important for the development of Embedded Linux systems.

The book is aimed at those who want to get "more" from their embedded system. Knowledge of Linux is not a requirement, but will be worked out in the book.

Alternative approaches based on other mini-computers are also shown. Thus the book is relevant for anyone who wants to use Embedded Linux as an operating system, no matter what kind of hardware used.

Ralf Jesse is a graduate electrical engineer with more than 25 years of professional practice in the use of microprocessors and controllers. After work-experience as a design engineer in an engineering company he has been working as a software engineer in a large Japanese corporation for more than 20 years.
Stop motion animation is used not only in Hollywood movies and animated series – even with simple equipment such as smartphones or compact cameras you can create stunning videos at home.

In this practical manual Alexander Altendorfer shows you how to realize LEGO-films (brickfilms) from the idea to the release itself. Starting with cinematic basics like camera settings and image framerates he lays the foundation. After that he explains set construction and illustrates how a finished film is created from the photos taken. Let your LEGO-figurines run, jump, float and talk. Use camera movements and effects, running water, flickering campfire and more.

The post-production is explained step-by-step for both Windows and Mac users based on free programs. Practical idea-boxes in the book will give you numerous ideas for your own film-plots.
NEW RELEASES IN MARCH 2016

Short overview

FILTER PHOTOGRAPHY

PROFESSIONAL NUDE PHOTOGRAPHY

STOCK PHOTOGRAPHY
EARN MONEY WITH YOUR OWN PHOTOS

ELECTRONIC EXPERIMENTS FOR KIDS
FILTER PHOTOGRAPHY

There are polarizing filters, graduated filters, neutral density filters, color filters and effect filters, just to name a few. In front of the lens they help to convey specific moods, bring momentum to the images or accentuate certain areas of the subject.

The photographer Uwe Statz explains in which cases it is worth to use a filter, for what motives which filter is useful and what additional equipment may be necessary. Simple fields of flowers will have a threatening effect and waterfalls will run in a fairytale world with the combination of LP and polarizing filters. Using numerous sample photos taken with and without filters from the start until the final photo you get a deep insight into the creative possibilities of photography with filters.

Uwe Statz is a photographer with a love of experimentation. He gives numerous workshops for, among others, Lastolite, Manfrotto, Nikon and Sigma and is a tutor in the international MSOX-Manfrotto School of Xellence.

BEAUTIFUL SHOTS REALIZED WITH A VARIETY OF FILTERS

INFORMATION TO FILTER HANDLING AND ADDITIONAL EQUIPMENT

WITH A HANDY CARD OF ND-FILTER EXPOSURE TIMES TO LOOK UP INSIDE OF THE BOOK

304 pages, € 39.99 (D)
Paperback, 22 x 22 cm
In ful color
ISBN: 978-3-95845-337-1
The well-known photographer Ralph Man shows you how his tasteful nude photographs come about. He lets you take part in his thoughts and ideas and explains everything worth knowing about the most important aspects of nude photography. In this he is not only about the aesthetics, but also focuses on marketable images.

The author engages in detail on the topics inspiration and model search. The selection of the location, makeup, hair, posing and accessories are discussed as well. Another core theme of his photography and this book is the light setting.

Notes on the legal aspects as well as a chapter on image processing complete this book, which stands out by its personal and anecdotal tone and the fascinating example photos.
STOCK PHOTOGRAPHY
EARN MONEY WITH YOUR OWN PHOTOS

Magazines, publishers, advertising agencies and private persons are buying more and more pictures on the internet. But to be successful as a stock photographer and earn money it needs more than the snapshots from your last vacation.

In this latest edition of his entertaining standard reference on stock photography Robert Kneschke shows you what a good and sellable photo is all about and how to sell it in the best possible way. The book is aimed at both novices in the field of stock photography who want to earn a little money in passing from their photos, as well as at photographers who has been photographing for years and want to make the leap into professionalism now.

The book is divided into two parts. The first one explains the work before and during the photo shooting as well as showing the motives with the most potential. The second one deals with selling the pictures successfully, especially the advantages and disadvantages of the most popular image agencies and the different licensing models.
With "Electronic Experiments for Kids" your journey into the world of electronics continues. New components are added and the circuits are more extensive, but the fun never comes too short. With many practical instructions and the necessary theory capacitors are charged, components are soldered and voltage and electricity are set with the DC power supply. Do you know what bath slippers have in common with integrated circuits? If you already know the basics of electronics you now can take a closer look at oscilloscope signals, etch boards yourself and build a digital counter with a display.

Clear summaries, questions and tasks at the end of each chapter will help you to consolidate what you have learned, so you will become a real electronics expert who can't be fooled easily!

For kids approximately 12 years of age and over and all beginners who look for a really simple introduction.
NEW RELEASES IN APRIL 2016

Short overview

LET’S PLAY MINECRAFT – YOUR PRACTICAL GUIDE
CURRENT FOR THE VERSION 1.9

UNITY-WORKSHOP
BUILD GAMING WORLDS WITH UNITY, BLENDER AND MAKEHUMAN

RASPBERRY PI FOR KIDS

Joomla! 3.5
PRACTICAL KNOWLEDGE FOR BEGINNERS

DESIGN WITH LIGHT
FROM SUNLIGHT TO LED
NEW RELEASES IN JANUARY 2016

LET’S PLAY MINECRAFT – YOUR PRACTICAL GUIDE
CURRENT FOR THE VERSION 1.9

Minecraft is one of the best-selling games of all time. More than 30 different creatures inhabit the different landscapes and more than 150 items are waiting to be discovered and built. With this book, you will become a true Minecraft professional so that you are well prepared against all odds and reach the depths of the game, whether alone or with friends.

You will learn how you stock up with food, powerful weapons and armor to discover the deepest jungles or largest deserts with rare temples and villages. You will find numerous construction projects in this book and a lot of inspiration for your own creations – and even the basics of redstone for building several existing circuits like strikes and spring guns!

If that’s not enough, try to fight the powerful ender dragon, but prepare with our tips, tricks and cheat codes first. The last two chapters provide practical overviews: all beings with their strengths and weaknesses, all crafting recipes.

304 pages, € 16,99 (D)
Paperback, 14,8 x 21 cm
In full color
ISBN: 978-3-95845-383-8

Daniel Brown is Minecraft devotee since the first days and as a professional knows all insights of the game. He studied computer science at the University of Saarland and has written several books on Minecraft and LEGO Mindstorms.
NEW RELEASES IN JANUARY 2016

UNITY-WORKSHOP
BUILD GAMING WORLDS
WITH UNITY, BLENDER AND
MAKEHUMAN

With Unity you can create your own games and together with Blender and MakeHuman step into unknown worlds. All programs are free.
Hans-Georg Schumann explains in five chapters how to create a game world and characters in Unity with no prior knowledge. With MakeHuman you create, refine and animate an individual player and with Blender you sculpt a creature as an opponent. In Unity you shape landscapes with trees and water and fit everything into your game. Step by step you give your characters the ability to perform game tasks, so in the end you will have developed a complete quest game.

PRACTICAL INSTRUCTIONS
ON HOW TO CREATE A
QUEST GAME IN UNITY
DESIGN LANDSCAPES AND
BRING CREATURES TO LIFE
USING BLENDER AND
MAKEHUMAN
ALL PROJECT FILES CAN
ALSO BE DOWNLOADED

340 pages, € 29,99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-362-3

Hans-Georg Schumann was a Science and Mathematics teacher. He has already written the book "Program games with Unity for Kids".
You like electronics and computer technology? You have fun programming games and make LEDs blink? Then the Raspberry Pi is just right for you! It is a small computer for crafting and inventing. The remarkable thing about it is that you can change it up and expand it: Basically, you build your own machine for every project you engage in.

The book consists of three parts: In the first part you get the Raspberry Pi ready. You learn how to surf the Internet, listen to music and watch movies with it. In the second part you start to program with Scratch and develop games, a car simulator and test how much fruit juice is in a lemonade. In the third part of the book you get to know the Python programming language. You will write programs that generate flashing patterns and letters on a LED matrix, turn household appliances on and off, see obstacles in the dark with ultrasound, send morse code or measure temperatures with sensors. With a camera your Raspberry Pi can observe the garden and evaluate the live image automatically. The final chapter is about how to use the Raspberry Pi as a web server.

Michael Weigend is computer science teacher and has written several books on the Raspberry Pi and Python.
Joomla! 3.5
PRACTICAL KNOWLEDGE FOR BEGINNERS

With the free content management system Joomla! you can create and operate modern websites with little effort. Ralf Wolf leads you to your own website step by step using many explanatory screenshots.

He explains how to install the CMS on a web server, the use and adaptation of templates, setting content such as text or images as well as the conception of a reasonable site navigation. In another part of the book he discusses the basics of search engine optimization, shows extensions, how you update Joomla! and make your site multilingual.

Ralf Wolf is CEO of a computer company that among other things create and maintain websites for clients using Joomla!
DESIGN WITH LIGHT
FROM SUNLIGHT TO LED

The skillful handling of light is the essential thing for a photographer. In this handy guide the author provides you with the necessary background knowledge, but above all with practical know-how for any lighting situation.

Explanations, graphics and lots of sample photos on white balance, ISO settings and automatic programs help you to get the most out of your camera features. A schematic light tree gives you the big picture of the different types of light.

Regardless of sunlight with deep shadows, diffuse light in a cloudy sky, evening scenes, indoor light from a light bulb, LED or flash – you won’t be overwhelmed by any situation anymore. Your camera, with the appropriate settings, will meet any challenge and come to great photo results.

Anselm F. Wunderer has been interested in photography since his childhood. It accompanied him in his career at Kodak, Leica, and as a freelance photographer since the year 2000. He passes on his knowledge in the form of seminars and books.
NEW RELEASES IN MAY 2016

Short overview

PROGRAMMING RASPBERRY PI WITH PYTHON

LIVE SOUND MIXING
PRACTICAL KNOWLEDGE FOR SOUND ENGINEERS AND MUSICIANS

IOS APPS WITH SWIFT 2
THE COMPLETE PRACTICAL MANUAL

ACCESS
PRACTICAL KNOWLEDGE FOR BEGINNERS

CONTENT MANAGEMENT WITH JOOMLA! 3.5 FOR KIDS

PROFESSION WEDDING PHOTOGRAPHER
GETTING STARTED IN A CREATIVE PROFESSION

URBAN NATURE PHOTOGRAPHY
PROGRAMMING RASPBERRY PI WITH PYTHON

In combination with the Python programming language the Raspberry Pi provides an excellent environment for rapid realization of technical ideas and projects. The book uses many concrete examples and teaches you both the basics of Python and advanced techniques such as object orientation, internet programming and graphical user interfaces. Among the many projects in the book there are circuits with temperature sensors, relays, AD-converters and LEDs. You will learn how to connect peripheral devices like the camera module or the 1-wire and use the SPI bus for data communication.

ALL THE PYTHON BASICS NEEDED TO USE YOUR RASPBERRY PI 3

PROJECTS INCLUDE TEMPERATURE SENSORS, RELAYS AND AD-CONVERTERS

USE OF PERIPHERAL DEVICES SUCH AS CAMERA-MODULE AND SPEAKERS

About the author: Michael Weigend is a computer science teacher and has written several books on Python and the Raspberry Pi.
NEW RELEASES IN JANUARY 2016

LIVE SOUND MIXING
PRACTICAL KNOWLEDGE FOR SOUND ENGINEERS AND MUSICIANS

Adjusting the microphone to generate the best sound for the stage and the audience, interacting with artists and organizers, using the mixing desk effectively and safely: live sound engineers must consider many things in a short time. In this book they will find a lot of inspiration and practical suggestions for their work. By reading it musicians will get to know their sound engineers better as well. This way collectively they will produce a convincing live sound in the end.

OPTIMAL PREPARATION FOR LIVE SOUND ENGINEERS
BASICS FOR MIXING LIVE PERFORMANCES
555 QUESTIONS FOR SELF-ANALYSIS

216 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-261-9

About the author:
Eike Hillenkötter has been working as a sound engineer for over 15 years. Currently he is a steady live mixer for various bands.
NEW RELEASES IN JANUARY 2016

IOS APPS WITH SWIFT 2
THE COMPLETE PRACTICAL MANUAL

From scratch the author explains in an easy to understand and practical manner how to create apps with Swift 2, the Cocoa Touch Framework and the iOS SDK. All features are introduced by practical examples. This way you learn all the tools you need to develop your own app. In every case practicality is on the forefront of the author’s thinking. All examples are designed to simply be programmed by yourself and every single method may conveniently be looked up on its own later.

About the author:
Holger Hinzberg has been working as a software developer for several years. At mitp he published several books about iOS- and Mac-programming.
At first sight the functionality of the popular database program Access seems unimaginable and indeed many people use only a small part of the numerous possibilities the software has to offer. This book helps you to keep track in spite of the countless features and to use Access to your wishes and requirements. Beginners and people switching from other softwares will learn all the important and new program features of Access. Professionals receive tips for optimal use of the software.

About the author:
Winfried Seimert gives lectures on IT-topics. He has written several books on different software and operating systems.
Everybody should know Joomla! – one of the best (and also free) content management systems in the world. In this book the author demonstrates step by step how to use templates, upload texts and images to your web server and share content with other people. All of that based on the brand new version 3.5!

For kids approximately 12 years of age and over and all beginners who look for a really simple introduction.
PROFESSION WEDDING PHOTOGRAPHER
GETTING STARTED IN A CREATIVE PROFESSION

There is more to it than just the photographic skills to work as a professional wedding photographer. The author shows you the way to professional wedding photography and accompanies you during your first steps. He presents the complete business process and highlights important areas such as advertising, briefings, subjects, scenes, location and customer loyalty. With tips for editing your photos, helpful links and spreadsheets to download this book is a perfect companion for getting started as a professional wedding photographer.

About the author:
Hendrik Roggemann is a freelance photographer and is working as a wedding photographer since 2003. He also gives seminars, writes books and articles.
NEW RELEASES IN JANUARY 2016

URBAN NATURE PHOTOGRAPHY

The authors are experienced nature photographers and want to familiarize you with urban nature scenes: rabbits on railway tracks, foxes in residential areas, swallows’ nests under bridges or the duck pond around the corner. The authors provide you with numerous ideas to start your own urban photography projects in your city. Technical and practical details to their extraordinary photography in ordinary surroundings will excite you to go on your own adventures and “hunt” in the urban canyons.

PHOTOGRAPH WILDLIFE AND NATURE WITH AN URBAN BACKDROP

HELPFUL TIPS FOR YOUR URBAN SAFARI
PREPARATION AND ALL THE POSSIBLE LOCATIONS

BACKGROUND INFORMATION ON THE SPECIFIC BEHAVIORS OF URBAN WILDLIFE

208 pages, € 29.99 (D)
Paperback, 22 x 22 cm
In full color
ISBN: 978-3-8266-9396-0

About the authors:
Verena Popp-Hackner and Georg Popp are internationally renowned nature photographers. In 2012, they started to implement a long-held fascination with the nature of their hometown of Vienna in the form of an ongoing multimedia project.
NEW RELEASES IN JUNE 2016

Short overview

**STORYTELLING FOR BUSINESS**
USING STORIES TO SUCCEED IN CONTENT MARKETING, PR, SOCIAL MEDIA, EMPLOYER BRANDING AND LEADERSHIP

**JIMDO**
PRACTICAL KNOWLEDGE FOR BEGINNERS

**AUTOCAD 2017 AND LT 2017**
FOR ARCHITECTS AND ENGINEERS

**COMPTIA SECURITY+**
IT-SECURITY EXPLAINED IN AN EASY MANNER
PREPARING FOR THE SYO-401 EXAM

**LPIC-1**
COMPTIA LINUX+
STORYTELLING FOR BUSINESS
USING STORIES TO SUCCEED IN CONTENT MARKETING, PR, SOCIAL MEDIA, EMPLOYER BRANDING AND LEADERSHIP

In marketing storytelling is the new foundation in customer communications using old and new channels like PR, content marketing and social media. Customers and employees can no longer be convinced with bold advertising messages. So how will companies be able to reach them? Using concrete examples, this book shows how storytelling can be successfully used in marketing and business management. In each chapter you will find detailed questions to help you develop your own story.

Miriam Rupp is founder and CEO of Mashup Communications, a Berlin-based agency for PR and storytelling for digital and lifestyle companies. Within the last nine years she has successfully accompanied more than 200 campaigns.
Jimdo
PRACTICAL KNOWLEDGE FOR BEGINNERS

With Jimdo even beginners can build professional and versatile websites in no time. The author shows all features and constraints of the popular web-kit. For your future online success he gives you advice and tricks on successful web-shops and the basics of search engine optimization. Advanced users will learn how to use the design interface to implement your own designs.

Alexander Kerscher has been working as an e-business consultant, CMS specialist and consultant for web conception for more than 20 years. He is an expert on Jimdo, author and CEO of his Cologne-based agency Fruits & Harvest.

236 pages, € 22,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-334-0
This textbook teaches all features of AutoCAD with concrete practical examples from architecture, crafts and technology. It is primarily aimed at AutoCAD-beginners who value a thorough, practical introduction. From the start you work with typical design tasks as you encounter them at university or in the work environment.
COMPTIA SECURITY+
IT-SECURITY EXPLAINED IN AN EASY MANNER
PREPARING FOR THE SYO-401 EXAM

The CompTIA Security+ exam is divided into several areas of expertise, which are updated regularly. In the current version of the exam (SYO-401) they include: network security, compliance and operational security, threats and vulnerabilities, application, data and computer security, access control and identity management, cryptography. The authors cover all subjects in detail. The focus is not on listing all possible and impossible abbreviations, but on creating a practical understanding of the subject.

Mathias Gut works as an information and cyber security specialist and teaches in the field of information technology with a focus on IT security. Markus Kammermann is trained as an ICT project manager and has been working with system and network technology for more than twenty years.
This book is an effective preparation for LPI exams 101 and 102 leading to the LPIC-1 certification. It is also preparing for the certification “CompTIA Linux + powered by LPI”, which is based on the same tests. The author edits all the material relevant for the test and displays in an orderly, brief and comprehensible way. Control questions at the end of the book offer an effective way for self-study.

Anselm Lingnau has spent more than 20 years with Linux and was a manager, technical writer and consultant for Linup Front GmbH more than a decade. Currently he works as a software developer for the LSE Leading Security Experts GmbH.
NEW RELEASES IN JULY 2016

Short overview

VERSIONING WITH GIT
THE PRACTICAL START

COMPTIA SERVER+
SETTING UP AND OPERATING SYSTEM SERVERS

SUCCUSSFULL TEXTS FOR WEBSITES
HIGH-SELLING CONTENT FOR WEB PAGES, ONLINE SHOPS AND CONTENT MARKETING

SUCCUSSFULL TEXTS FOR BLOGS
WRITE INSPIRED AND CREATIVELY FOR GOOD CONTENT

ANIMAL PHOTOGRAPHY

3D-CONSTRUCTIONS WITH AUTODESK INVENTOR 2017
AND INVENTOR LT 2017
THE PRACTICAL START
Many software developers or system administrators are already using Git – both in the corporate environment as well as in open source projects. On the one hand, this book covers the commands you need during the daily work with Git. On the other hand, it is also important to the author that you understand Git as a whole in order to effectively use it in the development process.

The book focuses on the practical work with Git – you will learn all the commands with a sample project. In the second part of the book advanced topics such as hosting distributed repositories with GitHub and GitLab or different workflows are handled.

Sujeewan Vijayakumaran is a software developer with a focus on quality assurance. He has been a passionate Git user for over five years and uses it not only to develop software, but also for the versioning of many files.
The authors practically elaborate the topics server architecture, server administration, storage, security, networking, disaster recovery and troubleshooting. In order to provide you with the knowledge required for certification it starts with the fact that servers are not just upgraded PCs and differ in particular in configuration and use.

You will learn in this book the properties and areas both regarding the hardware, the specific operating systems and applications from servers. Last but not least, the authors deal with issues from planning and physical environmental conditions to current issues such as virtualization, various questions of security, data backup and disaster recovery.

Roland Cattini is a professional operating and an electrical engineer and has been working for Windows NT times as Microsoft expert with servers.

Markus Kammermann has been active in the system and network technology for more than twenty years, almost as long as he is a trainer and author.

Michael Zaugg is the UNIX and Linux specialist among the three authors.
The textual elements of your website have a huge impact on your success on the Internet. Search engine optimized content brings visitors to your site. With clear labels, crisp headlines, info texts and product descriptions, you answer questions, advise and inspire. With transparent team and company presentations you build trust and turn prospects into customers. Fresh content gives reason to return to your site. Different content formats and storytelling ensure excitement and variety. At the same time press releases, articles and interviews gets the media attention on your offer. In this book you will learn how to create strong texts for all of those areas of your website.

Sabrina Frost has worked as a radio editor for the WDR, SWR and Deutschland Radio among others. She worked for many years as a copywriter for SEO- and advertising agencies and has been hired as a PR editor in the software industry. Today she is editor in chief of a city magazine and a regional health magazine and Head of Content Marketing in an owner-managed advertising agency.
Even the best bloggers are lost for ideas and creativity every now and then. With the proven methods and exercises of the authors you train your own creativity and learn the craft of writing regularly. This way it will be easy for you to write successful blog articles that inform and entertain your readers. You will overcome writer’s block and find your own voice as a blogger.

Twenty writing causes from different areas spark your inspiration. Ten creative writing methods such as clusters, reference lists, Sketchnotes or serial letters animate you to blog. Many examples and blog posts from various thematic fields provide additional ideas for lots of interesting articles and authentic content.

Susanne Diehm is a blogger and author of several writing guides. She teaches creative writing and founded the "Literary Salon Anna Blume" in Berlin.

Lisa Sintermann is an author, writer and yoga teacher as well as a succesfull blogger on science-based blog articles.
ANIMAL PHOTOGRAPHY

In this entry level book the experienced animal photographer and photojournalist Nicole Knor explains how fascinating wildlife photography works. In addition to the necessary equipment she describes the photographic approach to capturing domestic and wild animals with your camera.

The focus of the book lies on dog photography, but also the special features of horse- and wildlife scenes. Dynamic pictures, available light and close-ups are just a few topics from her extensive knowledge base.

See how minor changes on the camera settings or the photographer's standpoint create countless photo opportunities and much more!

Nicole Knor is a free photojournalist and has been photographing for over 20 years. Her main work is nature and wildlife photography.
This basic entry level book shows the possibilities of Inventor 2017 and Inventor LT 2017 using many individual design examples. It is primarily aimed at Inventor newcomers, who value a thorough, practical introduction. With the book and a 30-day Inventor trial from the Autodesk website you can start and soon build your own three-dimensional structures. The main procedures are explained individually and practiced with many examples. At the end of each chapter there are test questions with solutions in the Annex.

Detlef Ridder works as a trainer and has published numerous books on AutoCAD and ArchiCAD.
NEW RELEASES IN SEPTEMBER 2016

Short overview

JOOMLA! 3.5
THE PRACTICAL START

WRITE ACADEMIC PAPERS WITH LaTeX
HANDBOOK FOR BEGINNERS

CORELDRAW GRAPHICS SUITE X8
A HANDS-ON GUIDE FOR DESIGN, LAYOUT AND EDITING FOR BEGINNERS

ARCHICAD 20
THE PRACTICAL START

COMPTIA A+
PREPARATION FOR THE EXAMS 220-901 AND 220-902
NEW RELEASES IN SEPTEMBER 2016

JOOMLA! 3.5
THE PRACTICAL START

With many step-by-step tutorials in this book it is easy to create your own website with Joomla! – even for users less experienced. Those websites go far beyond the scope and functionality of HTML page collections. As an example the author designs and realizes the homepage of a small club. He uses templates to make your website unique.

In addition, you will get introductory information about web servers, the various web technologies and communication concepts (contact form, blog, etc.) as well as problems with browser compatibility. Aspects of layout design, usability and questions of search engine optimization complete the book.

272 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-007-3

For many years Reinhard Aldag was responsible for the design control of IT, especially the organization and implementation of knowledge management processes, at a large company. Today he writes books.
WRITE ACADEMIC PAPERS WITH LaTeX
HANDBOOK FOR BEGINNERS

The professional typesetting of texts with LaTeX is a standard in many academic disciplines. If you do not have previous knowledge and want to get involved in LaTeX quickly to write your papers and essays, this book will be of great help to you. Designed specifically for this task, it provides you with exactly the solution-oriented knowledge you need. On the basis of many examples, you will learn everything you need to create a completed scientific paper with LaTeX.

Step by step, the installation is described as well as the creation and insertion of tables, formulas, illustrations, footnotes, the biblatex bibliography, etc. In addition to further topics such as PDF creation and print optimization, the book concludes with a comprehensive chapter on troubleshooting.

Joachim Schlosser works as a senior team leader at The MathWorks GmbH and has been a professional typesetter in LaTeX for 10 years.
CorelDRAW Graphics Suite X8
A HANDS-ON GUIDE FOR DESIGN, LAYOUT AND EDITING FOR BEGINNERS

Design, layout and image processing - the CorelDRAW Graphics Suite X8 is the complete solution for all design work on the computer.

In this book, the author Winfried Seimert will show you how to work with CorelDRAW X8 and create your own illustrations and vector graphics. He proceeds step by step and explains everything by the means of easy-to-understand examples. He also explains how to use Corel PHOTO-PAINT and how to edit, retouch, or create special effects. In a concluding chapter you will learn how to combine your graphics and images into impressive publications such as flyers, greeting cards or posters.

Winfried Seimert gives lectures on IT-topics. He has written several books on different software and operating systems.
This textbook shows you the possibilities of ArchiCAD 20 by the means of many examples, and is aimed especially at ArchiCAD beginners, who value a practical approach. From the outset, they work with typical design tasks that you encounter during your studies or professional life. Each command is explained directly using examples.

Detlef Ridder works as a trainer and has published numerous books on AutoCAD and ArchiCAD.
The CompTIA A+ certificate is based on content that provides advanced beginners a proof of their competence in the field of computer science support. The certification is aimed at all those who wish to work in a technical company with regular customer contact or who want to work there in the future, regardless of whether they call themselves supporters, technicians, service technicians or PC technicians. In this book Markus Kammermann and Ramon Kratzer introduce you to the areas of hardware, network, ICT support, operating systems and security. In addition, detailed information and sample questions on the CompTIA A+ tests provide you with an optimal overview of the requirements for certification.

Markus Kammermann has been active in the system and network technology for more than twenty years, almost as long as he is a trainer and author.
NEW RELEASES IN OCTOBER 2016

Short overview

PODCASTING
CONCEPT, PRODUCTION, MARKETING

PYTHON 3
LEARN AND APPLY PROFESSIONALLY

LANDSCAPE PHOTOGRAPHY TUTORIAL
WORKBOOK

IT SERVICE MANAGEMENT

FRITZ!BOX
FROM BEST SET UP TO HOME NETWORK
Podcasts are more popular than ever, more and more people listen to free content from all over the world. The topics of the podcasts are diverse: entertainment, lifestyle, education, marketing and more.

Brigitte Hagedorn starts with considerations on the concept and content of your own podcast and follows with the production: Which technology must be available and how is it used optimally? The author also shows how the free Audacity software helps you to edit your recording. In addition, she explains how and where podcasts can be published and addresses legal problems. The book explains in detail how a podcast reaches as many listeners as possible. Tips and tricks et al. on time saving podcasting as well as an outlook into the future of podcasting conclude this book.

Brigitte Hagedorn is CEO of the "audio: beiträge" workshop in Berlin. For more than ten years she has been producing audio reports and podcasts for the Internet, leading seminars and supporting her clients in their audio projects.
Python 3
LEARN AND APPLY PROFESSIONALLY

The Python scripting language with its simple syntax is ideal to learn modern programming. With this book you get a comprehensive insight into Python 3.

Michael Weigend explains Python from scratch with the essential language elements. He particularly gets into the use of concepts of object-oriented programming. Overall, the focus lies on the practical work with Python. The author’s goal is to make the essential techniques and ideas comprehensible by using numerous illustrative examples. Step by step solutions are developed for typical problems.

All chapters end with exercises and sample solutions. The book discusses the basics of Python 3 as well as additional topics such as the design of graphical user interfaces with tkinter and PyQt, threads and multiprocessing, CGI and Internet programming, automated testing, data modeling with XML, databases and scientific calculations with NumPy.

Michael Weigend is a computer science teacher and has written several books on the Raspberry Pi and Python.

CLASSES, OBJECTS AND INHERITANCE, DICTIONARIES, XML, DATABASES AND INTERNET PROGRAMMING
USER INTERFACES AND MULTIMEDIA APPLICATIONS WITH PYQT
SCIENTIFIC COMPUTING WITH NUMPY AND PARALLEL PROCESSING OF LARGE AMOUNTS OF DATA
EXERCISES WITH SAMPLE SOLUTIONS FOR EACH CHAPTER

6th edition
972 pages, € 39,99 (D)
Paperback, 17 x 24 cm
An expensive equipment is not necessary for great landscape photos, but basic knowledge of the camera settings and the picture composition enable every hobby photographer to come to the best possible results. In this book, the blogger and YouTuber Stephan Wiesner talks about the experience he gained on many photo expeditions in an easy to understand and motivating way.

Those who have been challenged with ISO and histograms will now finally understand the tools and get more routine with a lot of small "homework". The author explains the characteristics of motifs such as sunrise, water, clouds and snow as well as unforeseen problems of the various weather conditions or the equipment.

Stephan Wiesner is a photographer in Bern, Switzerland, specializing in landscape photography and portraits. With his photography tutorials and reviews on YouTube as well as in his blog, he has been offering exciting content for beginners and advanced users for years.
A successfully introduced and experienced IT service management is an essential factor for any modern company. Bad availability, major failures of important IT components or services or an overly expensive IT can have a huge impact on the company's success. In such cases, expensive IT consultants are often bought to help the company optimize IT service management and IT costs.

Fritz Kleiner uses many practical examples to show how IT Service Management can be integrated and operated in a company.
The author shows you how to configure the FRITZ!Box easily according to your needs. Using the example of Peter, Paul and Marie, who share an appartement and have very different demands on the FRITZ!Box, he explains all possibilities of the home center and the necessary equipment.

In the first part of the book, Troche explains the setting up of the box, the configuration of a media server and of a virtual personal network (VPN), in order to connect two workstations.

In the second part, the FRITZ!Box functions are fully utilized: you optimize the security settings, discover useful additional software, set up your own web server, provide guest access, update the firmware and much more.

STEP-BY-STEP INSTRUCTIONS AND HANDS-ON EXAMPLES
SET UP A SWITCHBOARD, CLOUD, AND VPN
SECURITY WITH THE FRITZ!BOX: WIFI ENCRYPTION, CHILD SAFETY, FIRMWARE UPGRADE

3rd edition
240 pages, € 19.99 (D)
Paperback, 14.8 x 21 cm
ISBN: 978-3-95845-522-1

Christoph Troche is an author who attaches great importance to the practical usability and user-friendliness of his instructions.
NEW RELEASES IN NOVEMBER 2016

Short overview

**LEGO AND ELECTRONICS**
Utilise and program Raspberry Pi, Arduino, sensors, motors and much more

**LET'S PLAY POKÉMON GO**
Your hands-on guide from beginner to Pokémon-master
LEGO AND ELECTRONICS
UTILISE AND PROGRAM RASPBERRY PI, ARDUINO, SENSORS, MOTORS AND MUCH MORE

LEGO bricks - whether as a self-built LEGO vehicle, robot or a finished model - can be equipped with electronic components. The Raspberry Pi and Arduino microcontrollers in combination with reasonable-priced sensors and motors are particularly suitable for this purpose. In this book, you will learn how to use and program various electronic components.

In the first part of the book, the author provides basic information on all the technical components that can be used to equip your LEGO models or robots.

In the second part of the book, you find projects with robots that perform various exciting tasks:
- A robot that can recognize objects as well as the table edge and does not fall down
- A robot that solves a labyrinth using artificial intelligence
- A robot serving snacks, remote controlled with the Raspberry Pi and a smartphone

REACT TO THE ENVIRONMENT WITH SENSORS, DRIVE MOTORS, SEND MORSE CODE, SHOOT CARDS AND MUCH MORE

EXCITING PROJECTS INCL. CONSTRUCTION- AND PROGRAMMING INSTRUCTIONS

ALL SAMPLE ROBOTS CAN BE ACCOMPLISHED WITH OR WITHOUT LEGO EV3 COMPONENTS

296 pages, € 27,00 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-413-2

Thomas Kaffka worked as software engineer as well as project manager in software houses and auditing and consulting companies. He has been studying the instruments of artificial intelligence research since university.
With this book you will become a true Pokémon-Master! Behind the simple façade of Pokémon GO lies a gameworld full of challenges, because only those who collect, fight strategically and use their items correctly, will be the very best.

You will get to know the app and its functions from the ground up. In each chapter of the book, you’ll find helpful tips and tricks that accompany you on your way from beginner to master. And you’ll also get valuable advice on advanced game strategies.
NEW RELEASES IN DECEMBER 2016

Short overview

**THE SKETCHNOTE JUMP START**
OVER 200 LINE-BY-LINE INSTRUCTIONS AND FONTS FOR TRACING

**LET'S PLAY MINECRAFT**
PROGRAM PLUGINS WITH PYTHON
LEARN HOW TO CODE WITHOUT PRIOR KNOWLEDGE

**DIGITAL AND WEB ANALYTICS**
EVALUATE METRICS, UNDERSTAND VISITOR BEHAVIOR,
OPTIMIZE WEBSITES

**WINDOWS SERVER 2016**
A HANDS-ON START

**PHOTOGRAPHING BABIES AND CHILDREN**

**PHOTO AND VIDEO WITH THE FLYING CAMERA**
AERIAL PHOTOGRAPHS WITH MULTICOPTERS (DRONES)
This book makes it easy for anyone to get into sketchnoting, especially for those who believe they cannot draw. Tanja Wehr shows how to draw over 200 symbols, icons and pictograms step by step, so you can easily trace them. You also learn how to visualize emotions with faces and posture.

In another chapter Tanja explains many different fonts from block letters to cursive, which you can use for Sketchnotes and Handlettering. Design elements such as picture frames, signs, garlands and banners for skilfull highlights will make your sketches even better. In addition Tanja shows you how to use shadows and color and how to compose large sketchnotes.

Tanja Wehr is an established member of the German visualization scene with her company „Sketchnotelovers“. As a trainer with almost 20 years of experience, she teaches the technique of sketchnoting with in-house trainings and free workshops. In addition, she accompanies events throughout Germany as a graphic recorder.
NEW RELEASES IN DECEMBER 2016

LET’S PLAY MINECRAFT
PROGRAM PLUGINS WITH PYTHON AND LEARN HOW TO CODE WITHOUT PRIOR KNOWLEDGE

You've been playing Minecraft for a long time and you think you've seen it all? With your own plugins you can discover a lot more and will learn how to program in passing.

For beginners, Python is particularly easy to learn. This book shows you how to program extensions for Minecraft using Python and Bukkit or Spigot. These so-called plugins you can then try out with your friends on your own Minecraft server. You don’t need any previous knowledge on how to code, because you will learn everything from scratch.

After programming simple chat commands, you'll create cool plugins for building things at the push of a button. In addition, you will learn how your plugins can react automatically to events in the game world. You can also design your own crafting recipes and even learn how to develop your own game modes.

All of it starts with very simple examples, but with each chapter you will learn more ways to customize Minecraft to your liking.

CREATE YOUR OWN WORLD: NEW WEAPONS LIKE A FIRE-SWORD, BUILD TOWERS AND ENTIRE HOUSES AT THE PUSH OF A BUTTON, AUTOMATICALLY REACT TO CHANGES IN THE WORLD

CREATE NEW CRAFTING RECIPES AND CUSTOM GAME MODES SUCH AS A SNOWBALL BATTLE

WITH A DETAILED REFERENCE TO ALL PROGRAMMING COMMANDS

296 pages, € 24,99 (D)
Paperback, 14,8 x 17 cm
In full color
ISBN: 978-3-95845-380-7

Daniel Braun has been a Minecraft fan since the first days and knows all aspects of the game. He studied computer science and has already written several books on Minecraft and LEGO Mindstorms.
Digital Analytics is the collection, analysis and evaluation of usage data on all digital channels. The goal is to use this information to better understand visitor behavior and to optimize the overall digital Internet presence.

The author gives you a step-by-step introduction as well as a comprehensive insight into the depth of analytics metrics. With this book you will find out, for example, which of your traffic sources brings the most valuable visitors or which areas of the website are especially sales-promoting. This way, you will be able to get to know your visitors, their behavior and motivation better, adjust your digital channels and thus increase your digital success.

In addition, the book bridges to related topics such as usability, user centered design, customer journey, online branding, social media, digital marketing and search engine optimization.

Marco Hassler works at the digital agency Namics, where he is active in the design and optimization of websites for large companies. Since 2002, he has been working on business-focused and marketing-focused methods of analytics.
This book is the perfect companion for a practice-oriented introduction to administration with Windows Server 2016 and shows how to use the system as best as possible.

In a first part, you will learn everything you need to know about the first steps with Windows Server 2016: You will learn what costs you will have to meet, what requirements your system needs to have, and how to set up the system on the server. You'll get to know the Server Manager, manage users and groups, and learn how to access Windows Server 2016 while you're on the move and with any device.

In the next step, Jörg Schieb goes into detail and shows how to work with Windows Server 2016 in everyday life. He explains how to make applications, services, files and folders available to all users and manage them centrally.

The third part deals with all questions concerning the security of your system. The author demonstrates the benefits of server virtualization and guides you on your first steps when working with Hyper-V, containers or the nanoserver.
PHOTOGRAPHING BABIES AND CHILDREN

In this book you will learn how to make natural and expressive images of your offspring. Photograph authentic and timelessly beautiful photos of newborns, babies, small children and siblings. Diverse example pictures together with light sketches make this book a rich inspiration source.

The author is one of the youngest professionally working children’s photographers in Germany and gives you a lot of practical tips and tricks on all the important aspects that can help you with baby and child photography. Instructions for dealing with the little ones (and big ones) at the shooting, appealing props and suitable locations help you to implement your own image ideas as well. Examples of tasteful thank-you or birthday cards as well as modern collages complete this book perfectly.

Leonie Ebbert is one of the youngest professionally working children’s photographers in Germany. In addition to countless enthusiastic young families, she also works for publishers and advertisers.

IMPRESSIVE PICTURES OF CHILDREN PHOTOGRAPHED WITH NATURAL LIGHT

SAMPLE PHOTOS INCLUDING LIGHT SKETCHES OF NEWBORNS, BABIES AND CHILDREN

SUITABLE LOCATIONS, STYLISH ACCESSORIES AND CONTEMPORARY IMAGE DESIGN

2nd edition
224 pages, € 19,99 (D)
Paperback, 12,5 x 18,5 cm
In full color
ISBN: 978-3-95845-483-5
Impressive aerial photography with a multicopter is a new challenge for many photographers and technical enthusiasts.

The multicopter expert Paul Eschbach takes you into airy heights, explaining not only the flight and recording technology with many examples, but also his hands-on-oriented way of working. You will get a clear overview of the various types of multicopters and drones for your purchase decision. In addition to the peculiarities of aerial photographs such as assessing the weather situation, discovering appealing landscape structures or observing obstacles, Paul Eschbach provides you with countless tips for planning and carrying out a camera flight. Legal problems for the use of multicopters are discussed in detail as well as the use of multicopters for video recordings.

Paul Eschbach is an aerial photographer and uses Multicopters for demanding technical inspections. He provides photographers with his knowledge of aerial photography and flight technology in entry-level workshops.