

NEW RELEASES IN JANUARY 2016

Short overview



CRM FOR ONLINE SHOPS

MAKE BIG DATA SMALL – SUCCESFULL CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE



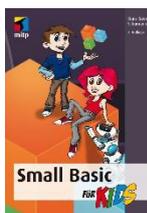
MAILCHIMP

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



CRM FOR ONLINE SHOPS

**MAKE BIG DATA SMALL –
SUCCESSFULL CUSTOMER
RELATIONSHIP MANAGEMENT
IN E-COMMERCE**

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.

IDENTIFY CUSTOMER
GROUPS AND CUSTOMER
NEEDS THROUGH
ANALYSIS OF CUSTOMER
DATA

EFFICIENTLY ANALYZE AND
EVALUATE CUSTOMER
LIFETIME VALUE, QUALITY,
PROFITABILITY AND
ACTIVITY OF YOUR
CUSTOMERS

DERIVE CONCRETE
MEASURES AND
CAMPAIGNS TO INCREASE
CUSTOMER VALUE: (RE-)
ENABLE CUSTOMERS AND
KEEP THEM ACTIVE

232 pages, € 29,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-033-2

Olga Walter developed the CRM at windeln.de in 2015. Now she is a freelance CRM-specialist and consultant on CRM, email-marketing and e-commerce.





MAILCHIMP

THE PRACTICAL MANUAL E-MAIL MARKETING FOR B2B AND B2C

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.

SETUP OF THE ACCOUNT,
NEWSLETTER DESIGN,
PERFORMANCE

SETTING UP ADDRESS
LISTS, GROUPS AND
SEGMENTS, IMPORT AND
EXPORT OF LISTS, SETTING
UP CAMPAIGNS,
NEWSLETTER DISPATCH
INCL. A/B-TESTING

NUMEROUS STEP-BY-STEP
INSTRUCTIONS AND
VALUABLE PRACTICAL TIPS
FOR SUCCESSFUL E-MAIL
MARKETING

312 pages, € 39,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-248-0

Michael Keukert and Tobias Kollwe have been advising customers in e-mail marketing with MailChimp at the e-commerce service AIXhibit AG for several years.



M. Keukert T. Kollwe



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.



Rafael Mroz



SMALL BASIC FOR KIDS

With the free development environment of Small Basic, you easily learn how to program 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.

LEARN HOW TO CODE
WITH SMALL BASIC STEP
BY STEP

QUICK SENSE OF
ACHIEVEMENT:
DEVELOPE SMALL
GAMES YOURSELF

WITH QUESTIONS AND
ANSWERS AT THE END
OF EVERY CHAPTER

2nd edition
272 pages, € 19,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-322-7

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.



ASTROPHOTOGRAPHY LOOK TO THE SKY WITH THE DIGITAL CAMERA

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.

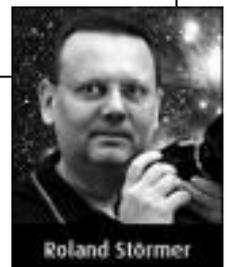
CAPTURE CELESTIAL
PHENOMENA WITH THE
CAMERA - WITH AND
WITHOUT TELESCOPE

SUN AND MOON
ECLIPSES, PLANETS, ISS,
DEEP SKY, STARTRAIL
SHOTS, AURORAS

TRICKS FOR IMAGE
OPTIMIZATION WITH
PHOTOSHOP AND GIMP
USING MANY SAMPLE
IMAGES

2nd edition
304 pages, € 39,99 (D)
Paperback, 22 x 22 cm
In full color
ISBN: 978-3-95845-291-6

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



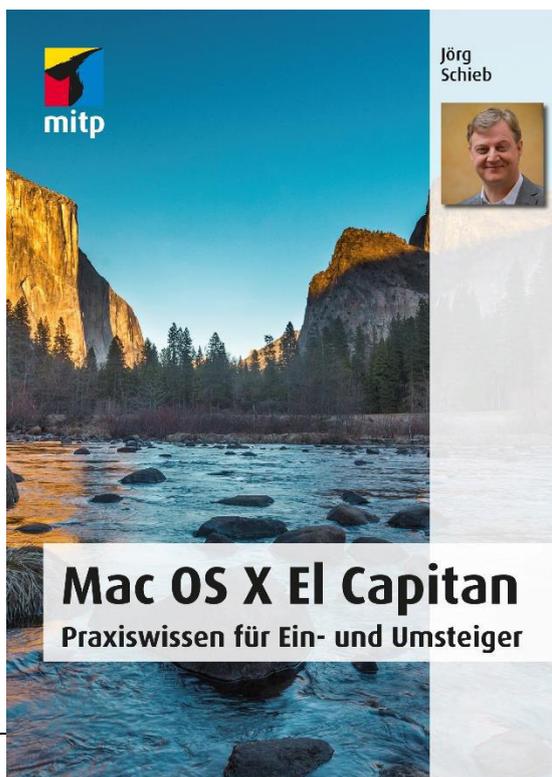
EMBEDDED LINUX

WITH RASPBERRY PI AND OTHERS



STOP MOTION ANIMATION

CREATIVE FLIMS WITH LEGO-FIGURINES



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

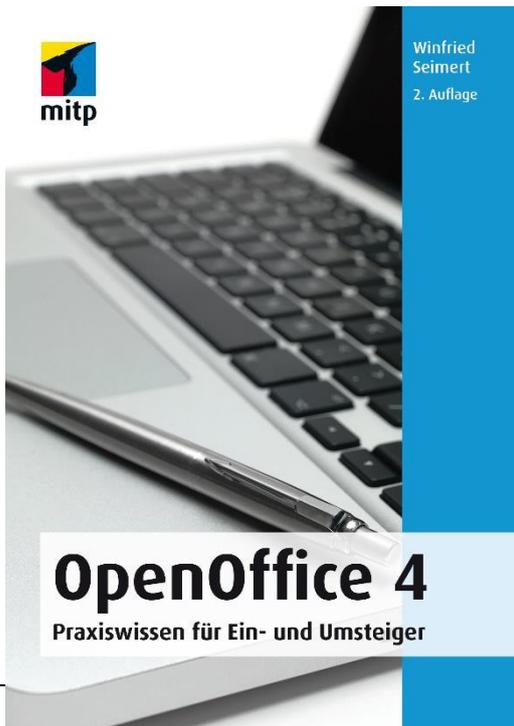
WITH THE RIGHT SETTINGS TO OPTIMAL PERFORMANCE

320 pages, € 16,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-344-9

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.



Jörg Schieb



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**

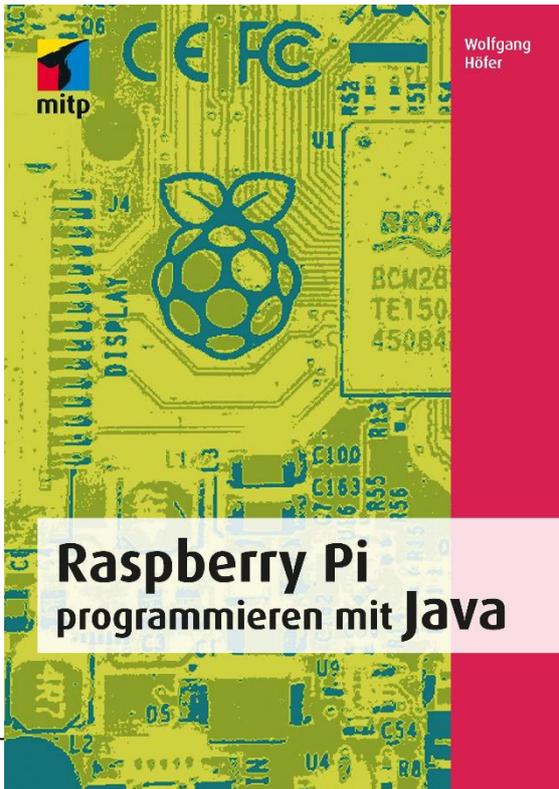
**WITH PRACTICAL
EXAMPLES FOR BETTER
UNDERSTANDING**

**CURRENT ON WINDOWS
10**

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

About the author:

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



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.



Wolfgang Höfer



EMBEDDED LINUX WITH RASPBERRY PI AND OTHERS

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.

**CREATE EMBEDDED
LINUX KERNEL**

**DEVELOPE DRIVERS AND
KERNEL MODULS**

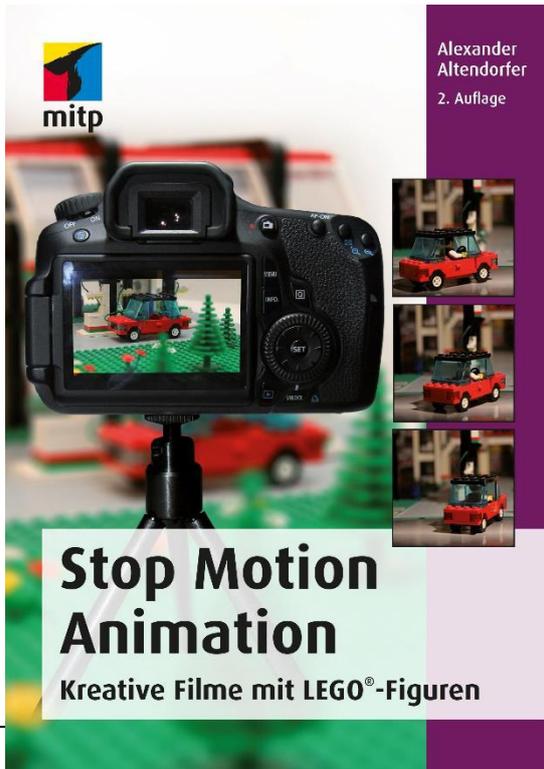
**EXAMPLES WITH LED
ARRAYS AND LC
DISPLAYS**

408 pages, € 29,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-061-5

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.



Ralf Jesse



STOP MOTION ANIMATION

CREATIVE FILMS WITH LEGO-FIGURINES

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.

STOP MOTION VIDEOS:
FROM THE IDEA TO THE
RELEASE

SPECIAL EFFECTS:
JUMPING, HOVERING,
VERTIGO EFFECT, FIRE
AND MORE

MANY SUGGESTIONS
AND IDEAS FOR YOUR
OWN FILMS

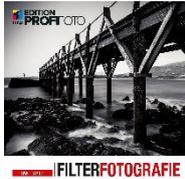
2nd edition
192 pages, € 22,99 (D)
Paperback, 14,8 x 21 cm
In full color
ISBN: 978-3-95845-371-5

Alexander Altendorfer produces stop-motion films in his spare time and blogs about it on www.stopmotiontutorials.com



NEW RELEASES IN MARCH 2016

Short overview



FILTER PHOTOGRAPHY



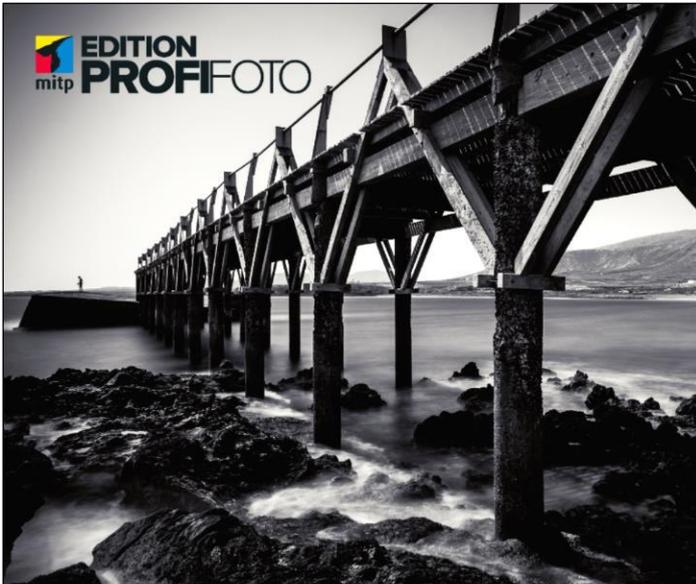
PROFESSIONAL NUDE PHOTOGRAPHY



STOCK PHOTOGRAPHY EARN MONEY WITH YOUR OWN PHOTOS



ELECTRONIC EXPERIMENTS FOR KIDS



UWE STATZ

FILTERFOTOGRAFIE

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.

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

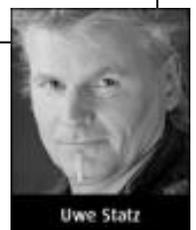
304 pages, € 39,99 (D)

Paperback, 22 x 22 cm

In full color

ISBN: 978-3-95845-337-1

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.



Uwe Statz



PROFESSIONAL NUDE PHOTOGRAPHY

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.

INSPIRATION FOR TASTFUL NUDE PHOTOGRAPHS

MODEL SEARCH, LIGHT SETTING, POST-PROCESSING OF IMAGES

HAVE A LOOK OVER THE SHOULDER OF A FAMOUS NUDE PHOTOGRAPHER

200 pages, € 29,99 (D)
Paperback, 22 x 22 cm
In full color
ISBN: 978-3-95845-187-2

The photographic autodidact Ralph Man has been engaging in photography since his early youth. He has worked for advertising and magazines and presents his photographs in galleries and at www.ralph-man.com.



Ralph Man



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.

THE UPDATED AND EXPANDED 4TH EDITION OF THE STANDARD REFERENCE ON STOCK PHOTOGRAPHY - WITH ALL THE LATEST INFORMATION AS WELL AS ENHANCED AND NEW CONTENT

FROM ORGANIZATION TO LICENSING: SELL YOUR PHOTOS SUCCESSFULLY ON THE INTERNET

EQUIPMENT, SUBJECT SELECTION, WORK WITH MODELS, TIPS FOR TAGGING AND THE VARIOUS SALES MODELS

4th edition
568 pages, € 34,99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-115-5

Robert Kneschke is professional stock photographer and writes the well-known blog www.alltageinesfotoproduzenten.de.



Robert Kneschke



ELECTRONIC EXPERIMENTS FOR KIDS

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 now 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.

FOR ADVANCED YOUNG READERS WHO WANT TO DIVE DEEPER INTO ELECTRONICS

ETCH CIRCUIT BOARDS, MEASURE VOLTAGES AND ELECTRICITY AND UNDERSTAND OSCILLOSCOPE SIGNALS

DETAILED LISTINGS OF THE NECESSARY COMPONENTS AND INSTRUCTIONS FOR BUILDING ELECTRONIC GIFT IDEAS

264 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-368-5

About the author:

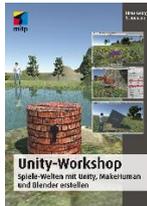
Florian Schäffer is a media computer scientist and editor for the magazine MAKE. He has also written the book "Electronics for Kids" for the mitp-Verlag.

NEW RELEASES IN APRIL 2016

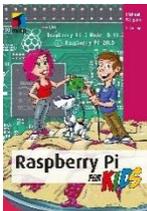
Short overview



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



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



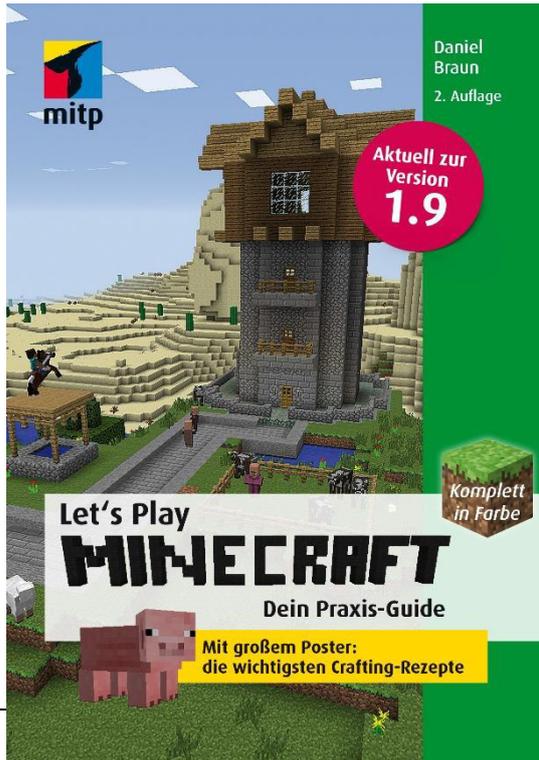
RASPBERRY PI FOR KIDS



Joomla! 3.5
PRACTICAL KNOWLEDGE FOR BEGINNERS



DESIGN WITH LIGHT
FROM SUNLIGHT TO LED



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.

WITH A LARGE POSTER:
THE MAIN CRAFTING
RECIPES

LIST OF ALL MONSTERS
WITH AN INDICATION OF
THEIR STRENGTHS AND
WEAKNESSES

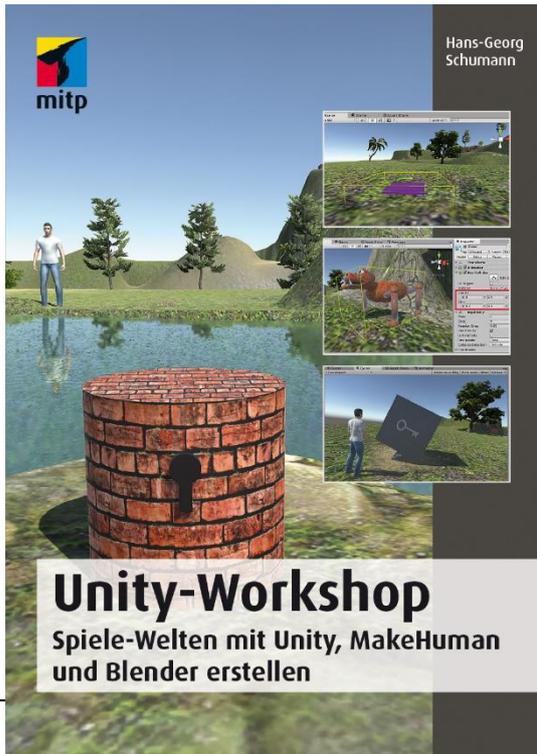
FROM FOOD, WEAPONS,
ARMOR AND FIGHTING ON
TO ADVANCED REDSTONE
CIRCUITS AND ARTFUL
CONSTRUCTION PROJECTS
AND FINALLY DEFEAT THE
ENDER DRAGON

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.



Daniel Braun



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

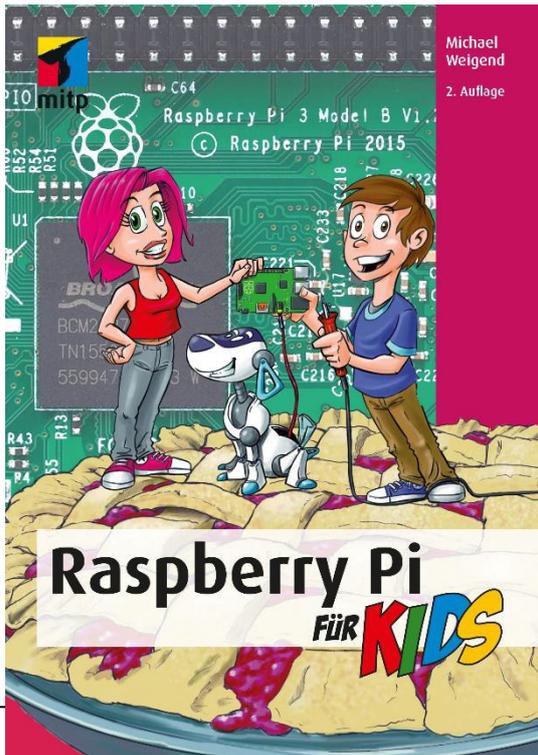
340 pages, € 29,99 (D)

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".



RASPBERRY PI 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.

PROJECTS FROM SCIENCE AND TECHNOLOGY: A CAR SIMULATOR, INTERACTIVE ANIMATIONS AND GAMES, SENSORS, PROCESSING OF CAMERA IMAGES, CONTROL OF LEDs AND WIRELESS ELECTRIC SOCKETS

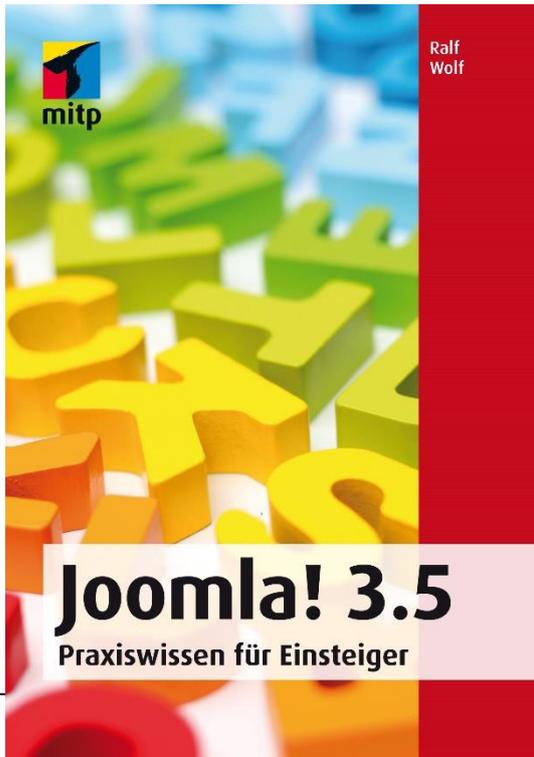
EASY PROGRAMMING EXAMPLES WITH SCRATCH AND PYTHON

2nd edition
480 pages, € 29,99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-270-1

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



Michael Weigend



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.

SIMPLE INSTRUCTIONS
FOR THE POPULAR
CONTENT MANAGEMENT
SYSTEM

STEP INTO PRACTICE
IMMEDIATELY

NO PRIOR EXPERIENCE
NECESSARY

336 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-347-0

Ralf Wolf is CEO of a computer company that among other things create and maintain websites for clients using Joomla!.



Ralf Wolf



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.

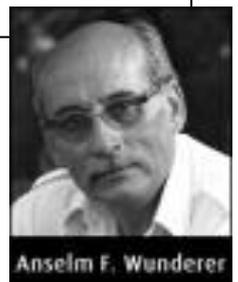
PRACTICAL TIPS AND
THEORY FOR DEALING
WITH THE MOST
IMPORTANT
PHOTOGRAPHIC ELEMENT:
THE LIGHT

EXAMPLES FOR VARIOUS
LIGHTING SITUATIONS:
SUNLIGHT, MORNING
LIGHT, CLOUDY SKY,
LIGHTBULB, FLASH AND
MANY MORE

A HELPFUL AND HANDY
GUIDE FOR YOUR
PHOTOBAG

224 pages, € 19,99 (D)
Paperback, 12,5 x 18,5 cm
In full color
ISBN: 978-3-95845-276-3

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.



Anselm F. Wunderer

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

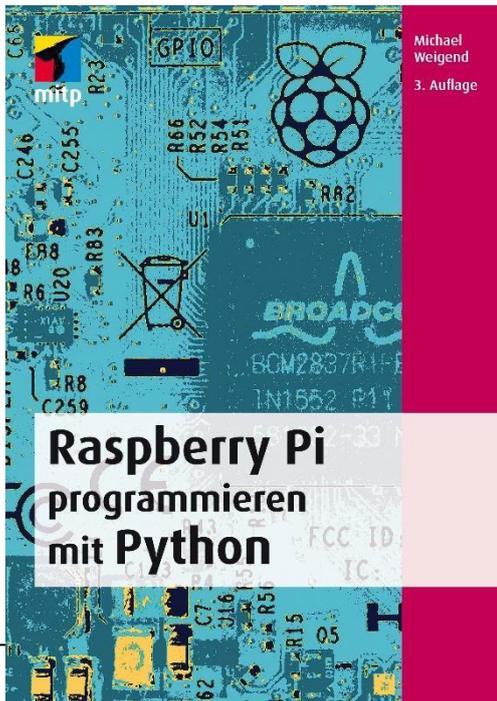


PROFESSION WEDDING PHOTOGRAPHER

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

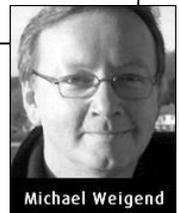
PROJECTS INCLUDE
TEMPERATURE SENSORS,
RELAYS AND AD-
CONVERTERS

USE OF PERIPHERAL
DEVICES SUCH AS
CAMERA-MODULE AND
SPEAKERS

2nd edition
464 pages, € 29,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-429-3

About the author:

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



Michael Weigend



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.

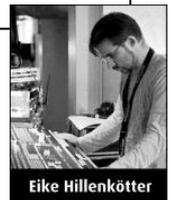
OPTIMAL PREPARATION
FOR LIVE SOUND
ENGINEERS

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.





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.

EXTENSIVE BASICS OF THE
PROGRAMMING
LANGUAGE SWIFT

NUMEROUS PRACTICAL
AND EASY TO
UNDERSTAND EXAMPLES

CONTROLS, GRAPHICAL
USER INTERFACES,
NAVIGATION, MAPS, AND
LOCAL NOTIFICATIONS

720 pages, € 39,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-221-3

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.



Holger Hinzberg



ACCESS

PRACTICAL KNOWLEDGE FOR BEGINNERS

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.

AN EASY GUIDE FOR THE SOPHISTICATED DATABASE PROGRAM – FOR THE VERSIONS 2007, 2010, 2013 AND 2016

NORMAL FORMS, RELATIONAL DATABASES, QUERIES, FORMS AND MORE

A CONTINUOUS, PRACTICAL EXAMPLE TO BETTER UNDERSTAND THE COMPLEX DATABASE STRUCTURES

416 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-401-9

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



CONTENT MANAGEMENT WITH JOOMLA! 3.5 FOR KIDS

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.

PLAN AND PREPARE A
WEBSITE AND MANAGE
THE CONTENT

INTEGRATE TEXTS AND
IMAGES INTO JOOMLA!

USE TEMPLATES,
SHOWCASE MP3 FILES
AND YOUTUBE VIDEOS AND
SHARE CONTENT IN A
TEAM

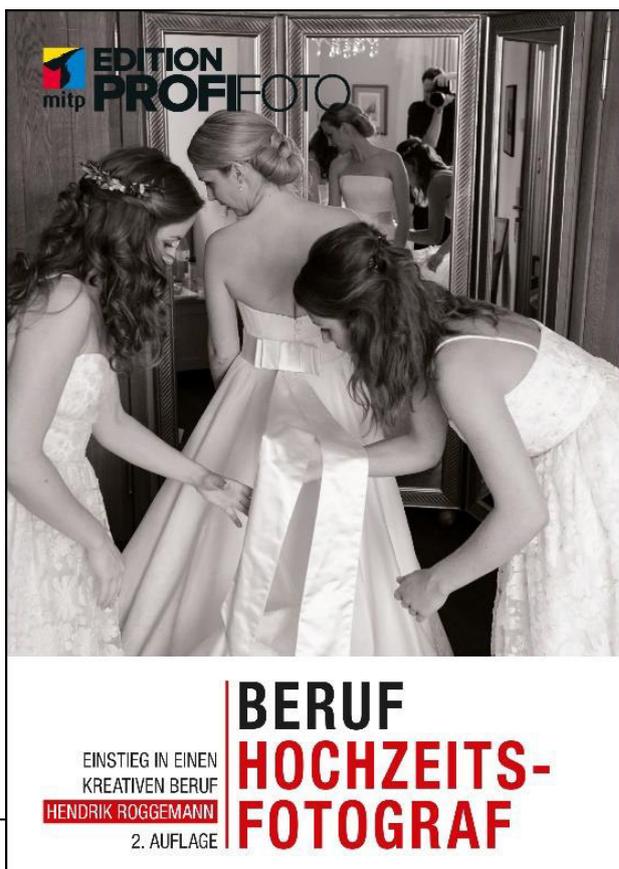
312 pages, € 19,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-404-0

About the author:

Johann-Christian Hanke is a successful author of IT-books. He also teaches Joomla at a community college in Berlin.



Johann-C. Hanke



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.

INFORMATION ABOUT STARTING THE JOB, CALCULATION AND SELF-PROMOTION

FROM CLASSIC WEDDING PHOTOGRAPHY ON TO WEDDING JOURNALISM TO TRASH-THE-DRESS

TIPS ON HOW TO ACT IN CASE OF UNFORESEEN AND EXCEPTIONAL CIRCUMSTANCES

176 pages, € 27.99 (D)
Paperback, 17 x 24 cm
In full color
ISBN: 978-3-95845-350-0

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.



Hendrik Roggemann



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.

**STORYTELLING AS A BASIS
FOR MODERN CONTENT
MARKETING**

**IMPACT AND NARRATIVE
FORMATS OF GOOD
STORIES FOR EVERY
CHANNEL**

**NUMEROUS ILLUSTRATED
EXAMPLES AND PRACTICAL
CHECKLISTS**

288 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-242-8

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.

WITHOUT PRIOR KNOWLEDGE TO SUCCESSFULLY CREATING YOUR OWN WEBSITE

STEP BY STEP: FROM FIRST CLICK TO FINAL DESIGN

THOROUGH AND PRACTICAL INTRODUCTION FOR BEGINNERS, ADVANCED USERS AND BUSINESS

236 pages, € 22,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-334-0

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.



Alexander Kerscher



AUTOCAD 2017 AND LT 2017

FOR ARCHITECTS AND ENGINEERS

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.

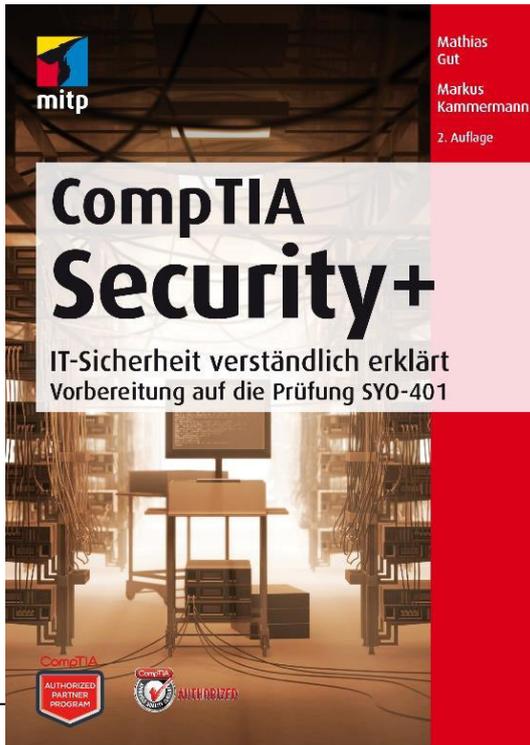
FOR THE VERSIONS
AUTOCAD 2017 AND
AUTOCAD LT 2017

CONSTRUCTION EXAMPLES
FROM ARCHITECTURE,
CRAFTS AND TECHNOLOGY

NUMEROUS PRACTICAL
EXAMPLES AND
EXERCISES

824 pages, € 44,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-419-4

Detlef Ridder is a trainer for AutoCAD, ArchiCAD and Inventor and has published numerous books on these subjects.



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.

**A VALID INTRODUCTION TO
IT-SECURITY**

**EXPLANATIONS OF ALL
TOPICS OF CURRENT
COMPTIA EXAM SYO-401**

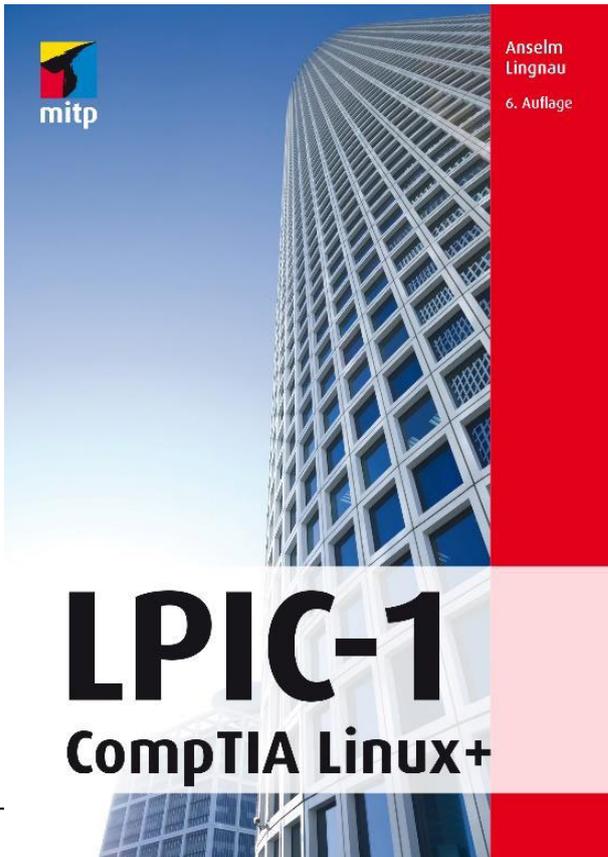
**WITH QUESTIONS FOR
PREPARATION ON EACH
TOPIC**

2nd edition
532 pages, € 49.99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-389-0

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.



Markus Kammermann



LPIC-1 COMPTIA LINUX+

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.

OPTIMAL PREPARATION
FOR THE LPI EXAMS 101
AND 102 (LPIC-1) AS WELL
AS THE COMPTIA LINUX +

CURRENT EXAM TARGETS
(VERSION 4.0)

ALL EXAM CONTENTS
DESCRIBED IN DETAIL AND
WITH CONTROL
QUESTIONS

6th edition
544 pages, € 33.00 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-297-8

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



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



SUCCESSFULL 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



VERSIONING WITH GIT 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.

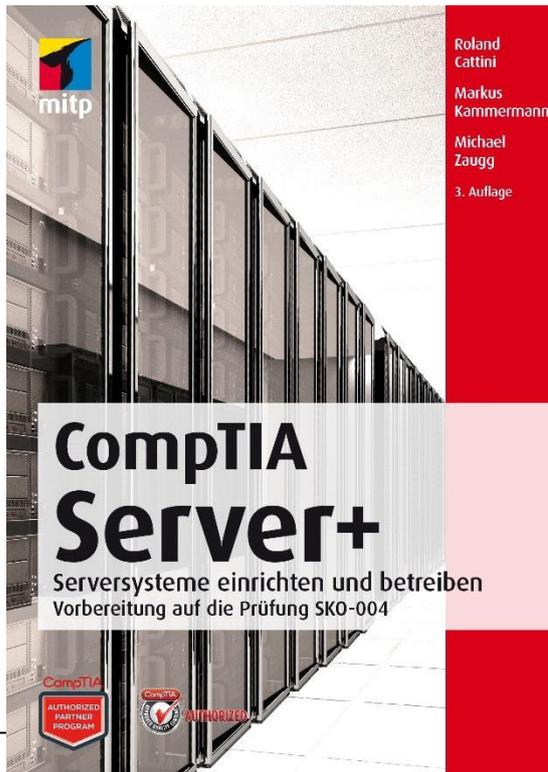
FROM BASIC COMMANDS
TO BRANCHES AND
REMOTE REPOSITORIES TO
USING GIT HOOKS

SELECTION OF
MEANINGFUL
WORKFLOWS AND USING
GIT FOR SOFTWARE
DEVELOPMENT IN TEAMS

HOST GIT REPOSITORIES
WITH GITHUB AND GITLAB

272 pages, € 29,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-226-8

Sujeevan 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.



COMPTIA SERVER+ SETTING UP AND OPERATING SYSTEM SERVERS

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.

PLAN, MANAGE AND
TROUBLESHOOT SERVER
ENVIRONMENTS

EXPLANATIONS OF ALL
TOPICS IN THE CURRENT
COMPTIA SERVER+ EXAM
SKO-004

CURRENT,
UNDERSTANDABLE,
PRACTICABLE

3rd edition
608 pages, € 59,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-392-0

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.



SUCCESSFUL TEXTS FOR WEBSITES

**HIGH-SELLING CONTENT FOR
WEB PAGES, ONLINE SHOPS
AND CONTENT MARKETING**

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.

**THE ESSENTIAL ELEMENTS
OF WEB TEXTS**

**TOPICS AND CONTENT FOR
CONTENT MARKETING AND
BLOGS**

**STORYTELLING,
ADVERTISING AND PR
TEXTS**

2nd edition
344 pages, € 24,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-264-0

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.



SUCCESSFUL TEXTS FOR BLOGS

WRITE INSPIRED AND
CREATIVELY FOR GOOD
CONTENT

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.

EFFECTIVE WAYS TO
ADVANCE YOUR OWN
CREATIVITY

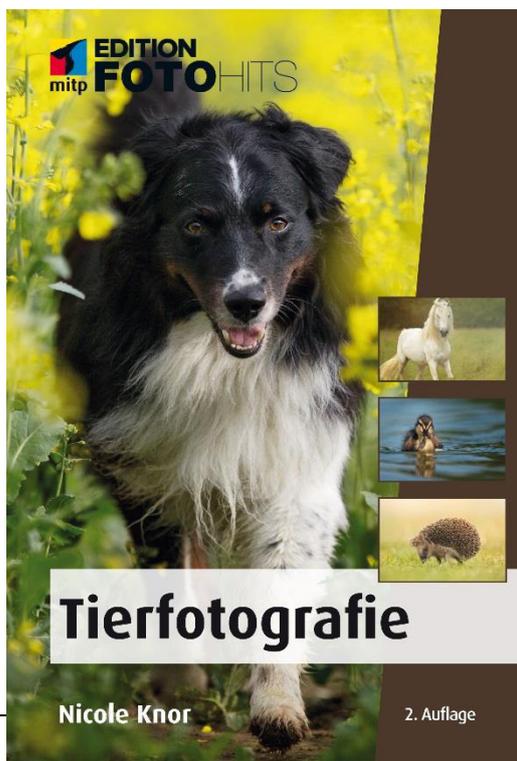
NEW IDEAS AND
INSPIRATION FOR
UNIQUE CONTENT

BLOG MORE
SUCCESSFULLY WITH
INFORMATIVE AND
ENTERTAINING TEXTS

160 pages, € 16,99 (D)
Paperback, 14,8 x 21
ISBN: 978-3-95845-184-1

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 successful 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!

CAPTURE DOMESTIC AND
WILD ANIMALS
SKILLFULLY WITH THE
CAMERA

EVERYTHING FOR
PROPER CAMERA
EQUIPMENT

FROM THE PLAY OF
LIGHT AND PORTRAITS
TO ART WORK

2nd edition
202 pages, € 19,99 (D)
Paperback, 18,5 x 12,5 cm
In full color
ISBN: 978-3-95845-395-1

Nicole Knor is a free photojournalist and has been photographing for over 20 years. Her main work is nature and wildlife photography.



3D-CONSTRUCTIONS WITH AUTODESK INVENTOR 2017 AND INVENTOR LT 2017 THE PRACTICAL START

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.

3D MODELING OF
SKETCHES,
COMPONENTS,
ASSEMBLIES, BLUE
PRINTS AND
PRESENTATIONS WITH
AN ANIMATED DISPLAY

PRACTICAL EXPLANATION
OF BASIC COMMANDS
WITH VARIOUS DESIGN
EXAMPLES

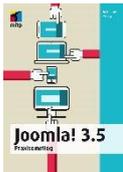
ANNEX WITH MANY
COMPLETE SAMPLE
DRAWINGS FOR
RECREATION

440 pages, € 39,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-416-3

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



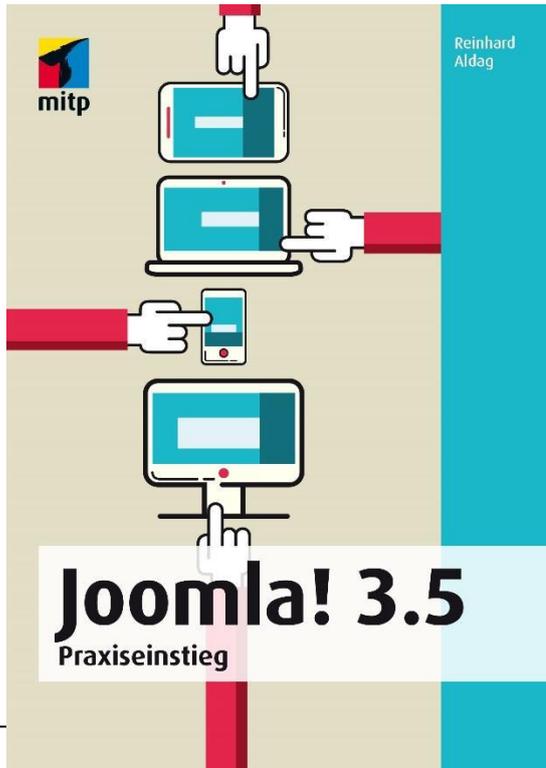
CORELDRAW GRAPHICS SUITE X8
A HANDS-ON GUIDE FOR DESIGN, LAYOUT AND EDITING FOR
BEGINNERS



ARCHICAD 20
THE PRACTICAL START



COMPTIA A+
PREPARATION FOR THE EXAMS 220-901 AND 220-902



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.

CREATE PROFESSIONAL WEBSITES WITH THE CMS JOOMLA!

EVERYTHING YOU NEED TO KNOW ABOUT JOOMLA – STEP BY STEP

DEVELOP AN EXAMPLE WEBSITE FROM A TO Z

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.

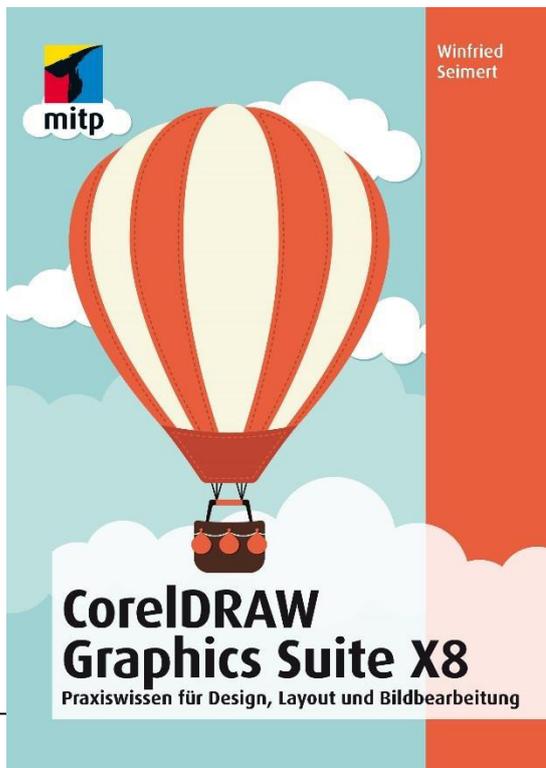
QUICK TO A FINISHED PAPER – WITHOUT PREVIOUS KNOWLEDGE

LEARN FROM SOLUTION-ORIENTED AND COMPREHENSIBLE DESCRIPTIONS

FROM TABLES AND FORMULAS TO GRAPHICS AND THE BIBLIOGRAPHY

6th edition
328 pages, € 19,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-289-3

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.

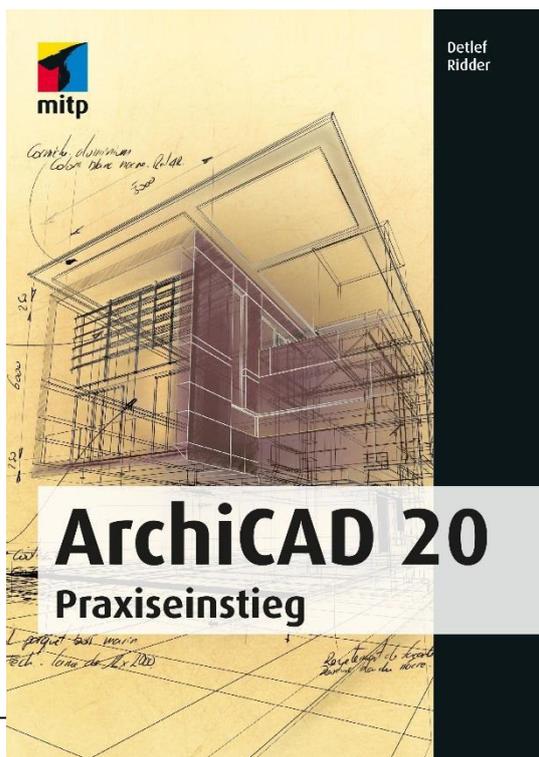
STRUCTURED ENTRY INTO WORKING WITH THE POPULAR GRAPHICS SOFTWARE

GREAT GRAPHICS, PHOTOS AND PUBLICATIONS WITH CORELDRAW AND COREL PHOTO-PAINT

PRACTICAL WITH MANY COMPREHENSIBLE EXAMPLES

416 pages, € 22,00 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-325-8

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



ARCHICAD 20 THE PRACTICAL START

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.

WITH NUMEROUS
CONSTRUCTION
EXAMPLES

INTRODUCTION TO THE
MOST IMPORTANT
CONTROLS

EXERCISES WITH
SOLUTIONS

528 pages, € 39,99 (D)
Paperback, 17 x 24
ISBN: 978-3-95845-154-4

Detlef Ridder works as a trainer and has published numerous books on AutoCAD and ArchiCAD.



COMPTIA A+

PREPARATION FOR THE EXAMS 220-901 AND 220-902

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.

HARDWARE

NETWORKS

MOBILE DEVICES

WINDOWS OPERATING
SYSTEMS

OTHER OPERATING
SYSTEMS AND
TECHNOLOGIES

SAFETY

TROUBLESHOOTING

WORKFLOWS

4th edition
792 pages, € 69,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-465-1

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



PODCASTING

CONCEPT, PRODUCTION, MARKETING

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.

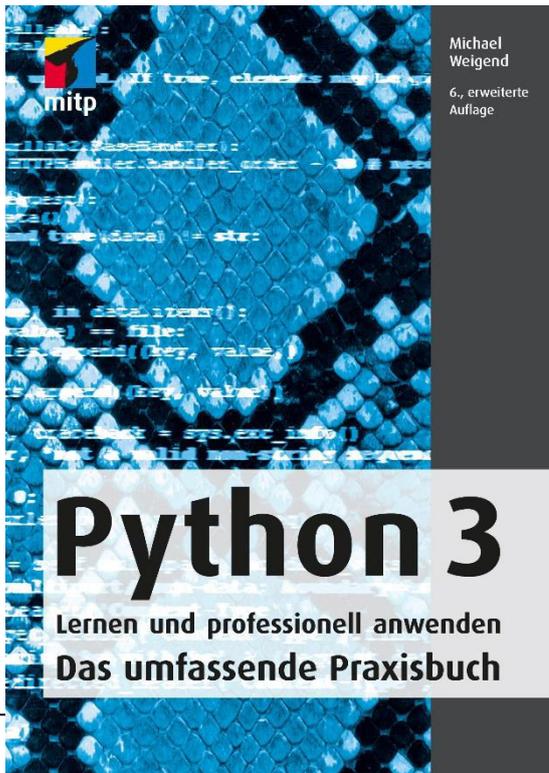
DESIGN, PUBLISH AND
SUCCESSFULLY MARKET
YOUR OWN PODCAST

PERFECT RECORDINGS
WITH THE RIGHT
TECHNOLOGY AND THE
AUDIOSOFTWARE
AUDACITY

WITH MANY TIPS,
HANDS-ON EXAMPLES
AND INTERVIEWS

240 pages, € 19,99 (D)
Paperback, 14,8 x 21 cm
ISBN: 978-3-95845-312-8

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.

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
ISBN: 978-3-95845-425-5

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



LANDSCAPE PHOTOGRAPHY TUTORIAL

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.

SPECIFIC TECHNICAL
SUPPORT FOR IMPRESSIVE
LANDSCAPE PHOTOS

EXCITING REPORTS BY THE
WELL-KNOWN BLOGGER
AND YOUTUBER STEPHAN
WIESNER

MANY EXERCISES FOR A
BASIC UNDERSTANDING
OF IMAGE COMPOSITION,
SHUTTER SPEED, ISO AND
HISTOGRAM

240 pages, € 24,99 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-537-5

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.



IT SERVICE MANAGEMENT

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.

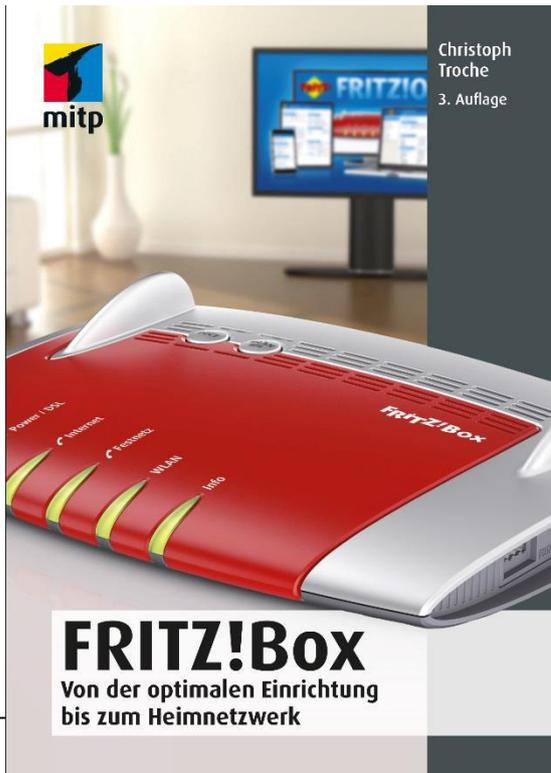
IN-DEPTH OVERVIEW OF
IT SERVICE
MANAGEMENT

SPECIFIC SUPPORT FOR
THE INTRODUCTION OF IT
SERVICE MANAGEMENT
(ITSM)

WITH MANY
IMPLEMENTATION
EXAMPLES

2nd edition
304 pages, € 49,99 (D)
Paperback, 17 x 24
ISBN: 978-3-95845-504-7

Fritz Kleiner is the CEO of Futureways GmbH and specialized in consulting and teaching in the field of IT service management.



FRITZ!BOX

FROM BEST SET UP TO HOME NETWORK

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.

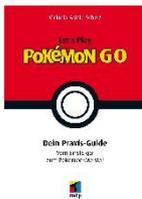
NEW RELEASES IN NOVEMBER 2016

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

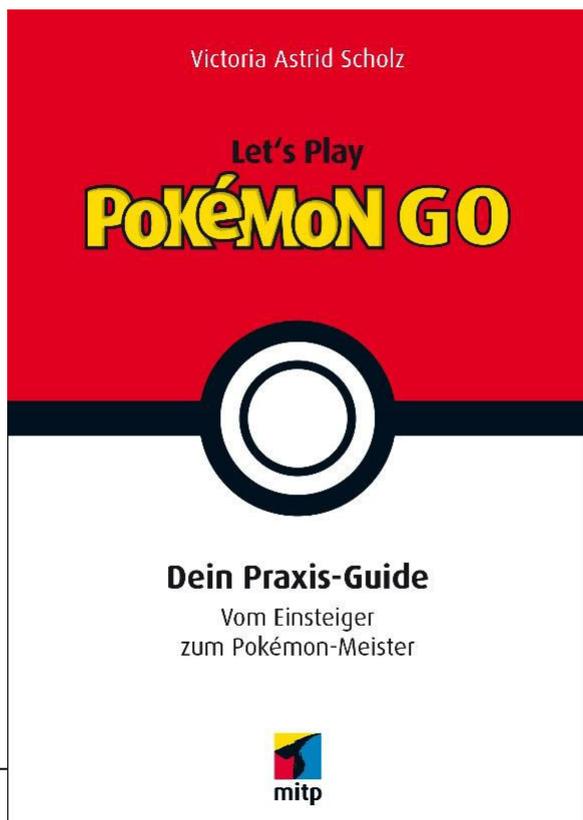
REACT TO THE ENVIRONMENT WITH SENSORS, DRIVE MOTORS, SEND MORSE CODE, SHOOT CARDS AND MUCH MORE

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.



LET'S PLAY POKÉMON GO

YOUR HANDS-ON-GUIDE
FROM BEGINNER TO POKÉMON-
MASTER

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.

THE BEST TIPS AND
TRICKS FOR TRAINERS

CATCH THE RIGHT
POKÉMON, FIGHT
STRATEGICALLY AND USE
ITEMS CORRECTLY

WITH AN EXTENSIVE
POKÉMON INDEX AND
HANDY TABLES TO LOOK
UP: POKÉMON SITES BY
TYPE, CANDY, THE
BUDDY SYSTEM AND
MUCH MORE

152 pages, € 12,99 (D)
Paperback, 14,8 x 17 cm
ISBN: 978-3-95845-328-9

Victoria Astrid Scholz works as a Content Manager in the field of Gaming and writes, among other things, articles for renowned technology and games portals.

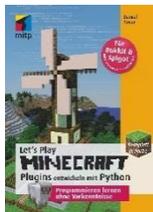
NEW RELEASES IN DECEMBER 2016

Short overview



THE SKETCHNOTE JUMP START

OVER 200 LINE-BY-LINE INSTRUCTIONS AND FONTS FOR TRACING



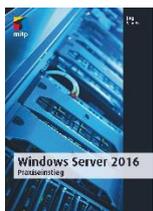
LET'S PLAY MINECRAFT

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)



THE SKETCHNOTE JUMP START

OVER 200 LINE-BY-LINE
INSTRUCTIONS AND FONTS FOR
TRACING

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.

NUMEROUS STEP-BY-STEP INSTRUCTIONS FOR SYMBOLS AND ICONS

PRACTICAL GUIDE FOR ALL WHO BELIEVE THEY CAN'T DRAW

WITH AN EXTENSIVE CHAPTER ON FONTS AND HAND LETTERING

264 pages, € 24,99 (D)
Paperback, 17 x 24 cm
Bicolored
ISBN: 978-3-95845-366-1

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.



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.

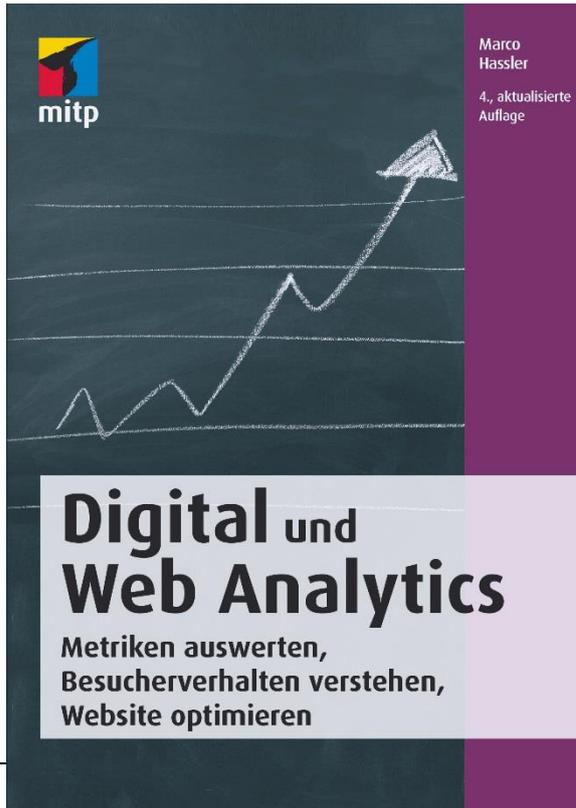
CREATE YOUR OWN WORLD:
NEW WEAPONS LIKE A FIRE-
SWORD, BUILD TOWERS
AND ENTIRE HOUSES AT
THE PUSH OF A BUTTON,
AUTOMATICALLY REACT TO
CHANGES IN THE WORLD

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 AND WEB ANALYTICS

EVALUATE METRICS, UNDERSTAND VISITOR BEHAVIOR, OPTIMIZE WEBSITES

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.

ANALYZE AND INTERPRET METRICS

UNDERSTAND AND EVALUATE VISITOR BEHAVIOR

DEFINE DIGITAL GOALS, OPTIMIZE YOUR WEB PRESENCE AND INCREASE SUCCESS

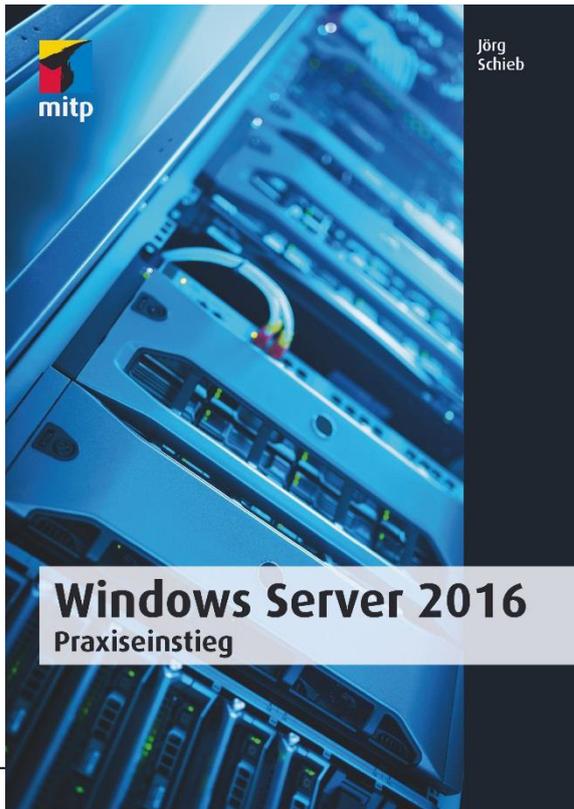
2nd edition

456 pages, € 25,99 (D)

Paperback, 17 x 24 cm

ISBN: 978-3-95845-359-3

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.



WINDOWS SERVER 2016 A HANDS-ON START

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.

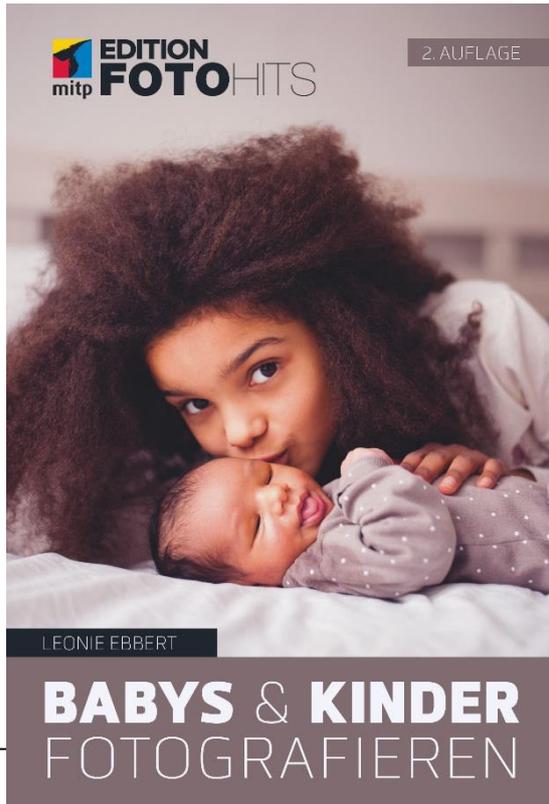
INSTALL, SECURE AND USE
WINDOWS SERVER 2016
ON AN EVERYDAY BASIS

BASICS OF ALL NEW AND
THE MOST IMPORTANT
FEATURES LIKE
POWERSHELL, ACTIVE
DIRECTORY, EXCHANGE
SERVER, HYPER-V, APACHE
WEBSERVER AND
NANOSERVER

WITH MANY EXAMPLES AND
STEP-BY-STEP
INSTRUCTIONS

576 pages, € 45,00 (D)
Paperback, 17 x 24 cm
ISBN: 978-3-95845-477-4

Jörg Schieb has been writing and reporting on computer topics since 1985. To date, more than 3 million copies of his books have been sold worldwide. Today Jörg Schieb mainly works for the press, television and radio, including ARD, ZDF, WDR, Phoenix, Handelsblatt, Deutschlandradio, Stiftung Warentest and many other media.



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.

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

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.



PHOTO AND VIDEO WITH THE FLYING CAMERA

AERIAL PHOTOGRAPHS WITH
MULTICOPTERS (DRONES)

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.

IN-DEPTH PRACTICAL
MULTICOPTER GUIDE FOR
TECHNICAL AND LEGAL
QUESTIONS ESPECIALLY
FOR PHOTOGRAPHERS

GREAT EXAMPLE PICTURES
FROM THE DIFFERENT
FIELDS OF MULTICOPTER
PHOTO- AND VIDEOGRAPHY

WITH MANY TRICKS BY A
PROFESSIONAL ON MOTIVE
SELECTION, SAFE FLYING,
IMAGE DESIGN, VIDEOS AND
MORE

388 pages, € 39,99 (D)

Paperback, 17 x 24 cm

In full color

ISBN: 978-3-95845-552-8

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.