Pearson IT Professional Group

Frankfurt Book Fair
6 October, 2021
Agenda

1. 2021 so far
2. 2022 outlook
3. Key topics and titles
4. Questions
2021 so far

- Lingering COVID-19 effects
- Supply-chain issues
- Fewer print books than expected
- Full digital program
- No big surprises in topics
- Oracle Press!
2022 Preview

• Expect gradual return to old sales patterns
• Expect gradual easing of supply chain issues
• Again shooting for 125 – 130 print books, plus 80 – 100 videos and 1,000 live trainings
• Not expecting any major new technology drivers
2022 Topics

- Programming: Python, C++, Java
- Software Engineering: Microservices, DevOps
- Windows and Office
- Graphics
Key subject areas for 2021 - 2022

With key titles noted
Programming – C++

- Gregory/Davidson, Beautiful C++, December
- Lakos, Embracing Modern C++ Safely, December
- Rao, STY C++ in One Hour a Day, 9/e, December
- Butler, Exploiting Modern C++, January
- Grimm, C++ Core Guidelines, February
- Deitel, C++ 20 for Programmers, February
- Gottschling, Discovering Modern C++, 2/e, February
- Stroustrup, A Tour of C++, 3/e, ???
- Lippmann, C++ Primer, 6/e, ???
Programming – Java

- Horstmann, Core Java, Volume I, 12/e, December
- Horstmann, Core Java, Volume II, 12/e, February
- Beckwith, JVM Performance Engineering, April?
- Deitel, Java for Programmers, 5/e, July?
Programming – other languages

• Miles, Begin to Code with JavaScript, September
• Beazley, Python Distilled, September
• Behrman, Foundational Python for Data Science, October
• Big Nerd Ranch, Kotlin Programming, 2/e, November
• Cooper, Python Programming with Design Patterns, December
• Sharp, Microsoft Visual C# Step by Step, 10/e, February
• Big Nerd Ranch, Android Programming, 5/e, June
• Lafore, Data Structures and Algorithms in Python, June?
Programming – not language-specific

- Martin, Clean Craftsmanship, November
- Seemann, Code That Fits In Your Head, November
- Wiegers, Software Development Pearls, November
- Sites, Understanding Software Dynamics, December
- Charpentier, Functional, Object-Oriented, and Concurrent Programming, April
- Parent, Better Code, May?
Data Science and ML

- Behrman, *Foundational Python for Data Science*, October
- Esposito, *Programming ML.NET*, March
- Stephan / Levine, *Even You Can Learn Statistics and Analytics, 4/e*, May
- Fein, *Principles of Data Engineering*, October, 2022
- Carlberg, *Bayesian Analysis with Excel and R*, summer
Fifteen to twenty books projected between Sept 2021 and Sept 2022, covering fields such as Sight Reliability Engineering, DevOps, Scrum, Agile, Domain-Driven Design, and more. Two highlights:

• Vernon / Jaskula, Strategic Monoliths and Microservices, November

• Farley, Modern Software Engineering, December

• Khononov, Balancing Coupling in Software Design, March

• Murphy, Enterprise SRE: Site-Reliability Engineering for the Enterprise Environment, June
Graphics

- Kelby, The Adobe Photoshop Lightroom Classic Book, December
- French, Adobe Photoshop Visual Quickstart Guide, February
- Fridsman, Adobe Illustrator Visual Quickstart Guide, February
- Padova, Adobe Photoshop Elements Advanced Editing Techniques and Tricks, April
- Concepcion, Video Storytelling Projects, April
- Kelby, The Adobe Photoshop Book for Digital Photographers, June
Networking and Security

Networking

• Pinto, *Network Automation Made Easy*, December

• Nair, *Securing 5G and Evolving Architectures*, December


Security

• Kaufman / Perlman, *Network Security, 3/e*, February

• Davidoff et al, *Ransomware and Cyber Extortion: Response and Prevention*, February

Microsoft

Microsoft Office – just eleven titles, but four of them on using Excel for data analysis

• Series: Step by Step (5), Inside Out (2), and Business Skills (4)

• Best bet are the Business Skills, especially *Microsoft Excel 365 Data Analysis and Business Modeling*, 9780137613663, December

• But also have books on Project and Teams if you don’t have local publishing covering them

Windows 11 –

• Expecting a slower than usual roll-out

• Best bet here is *Windows 11 Inside Out*, but we will have a couple other lower-level titles

Microsoft Azure – four-part definitive series

Certifications
Others

• Coding with Roblox Lua in 24 Hours, December

• Forta, Captain Code, December

• Rockoff, The Language of SQL, 3/e, November

• Erl, A Field Guide to Digital Transformation, December

• Horine, Project Management Absolute Beginner’s Guide, 5/e, April
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