

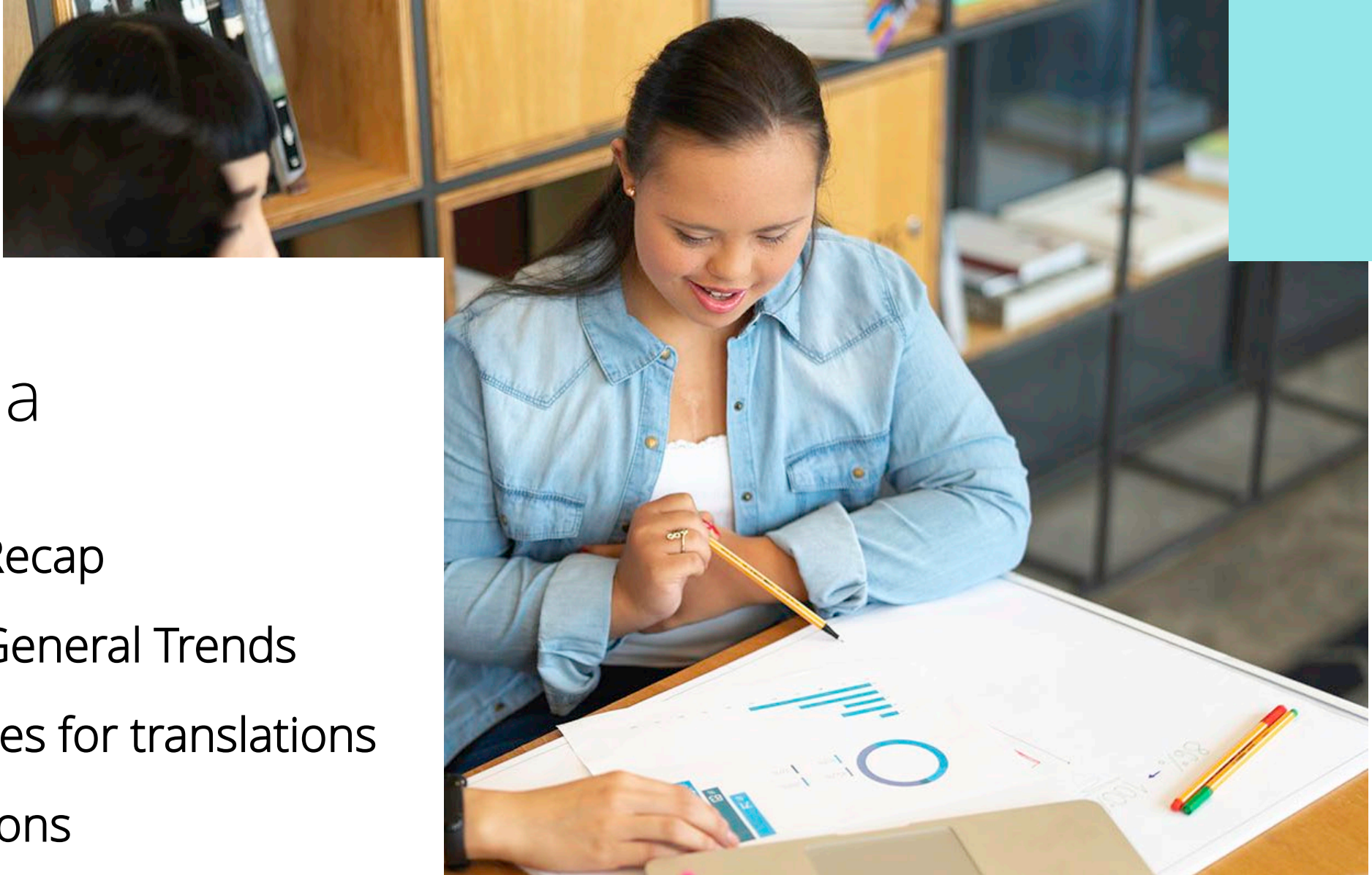
Pearson IT Professional Group

Virtual London Bookfair
29 March, 2022



Agenda

1. 2021 Recap
2. 2022 General Trends
3. Top titles for translations
4. Questions



2021 Recap

- ITP hit its sales goals, in spite of only publishing 100 print books (32 of them in December)
- Nice increase in translations – thank you!
- Continued growth in video and live online training
- COVID affects – supply chain problems and physical store disruptions





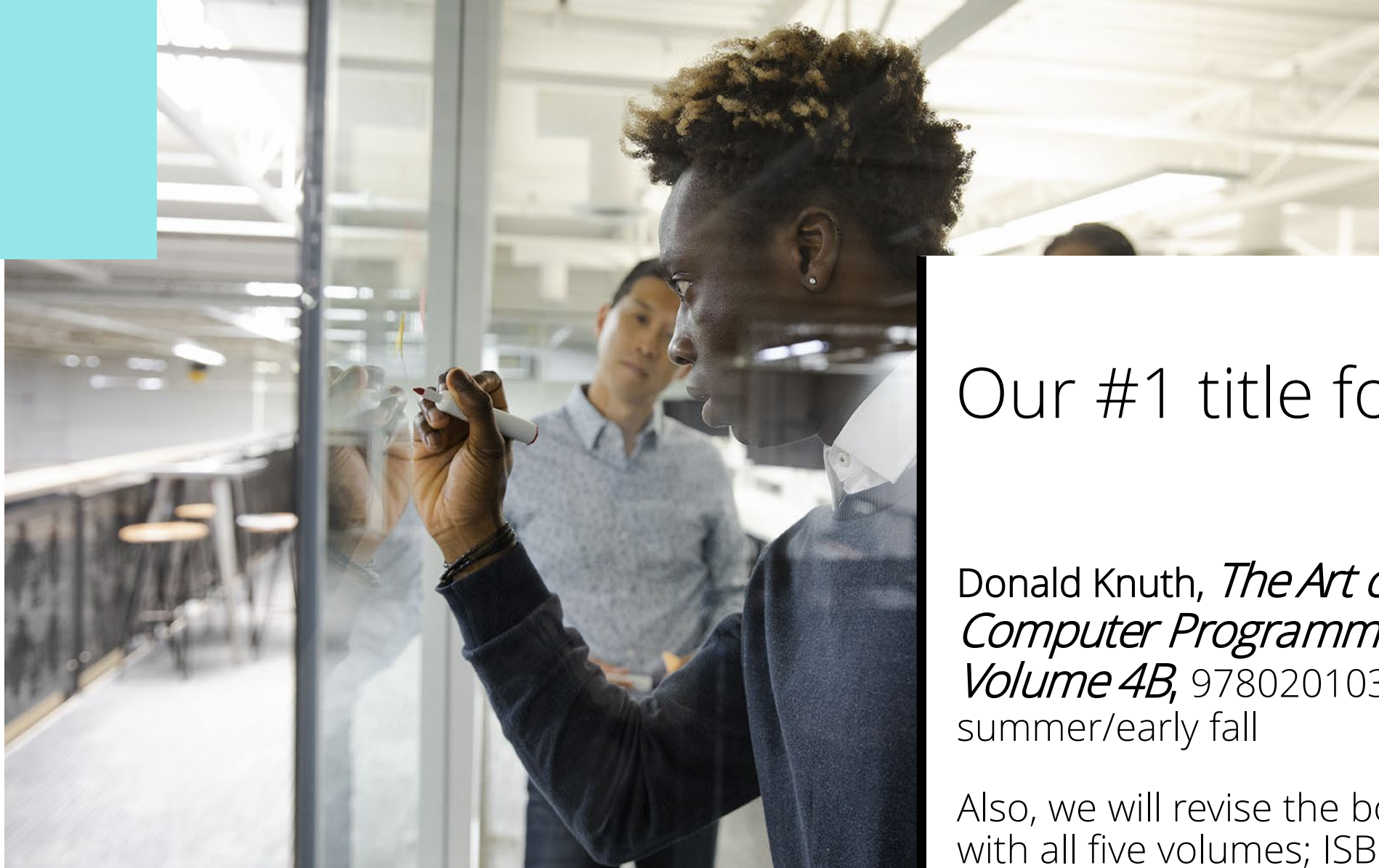
2022 Forecast

- Shooting for 125 print books this year
- Most of the same trends: Data Science, Python, Programming for Everyone, Security, and Digital Transformation
- Continued supply chain problems

Key subject areas for 2022

With key titles noted





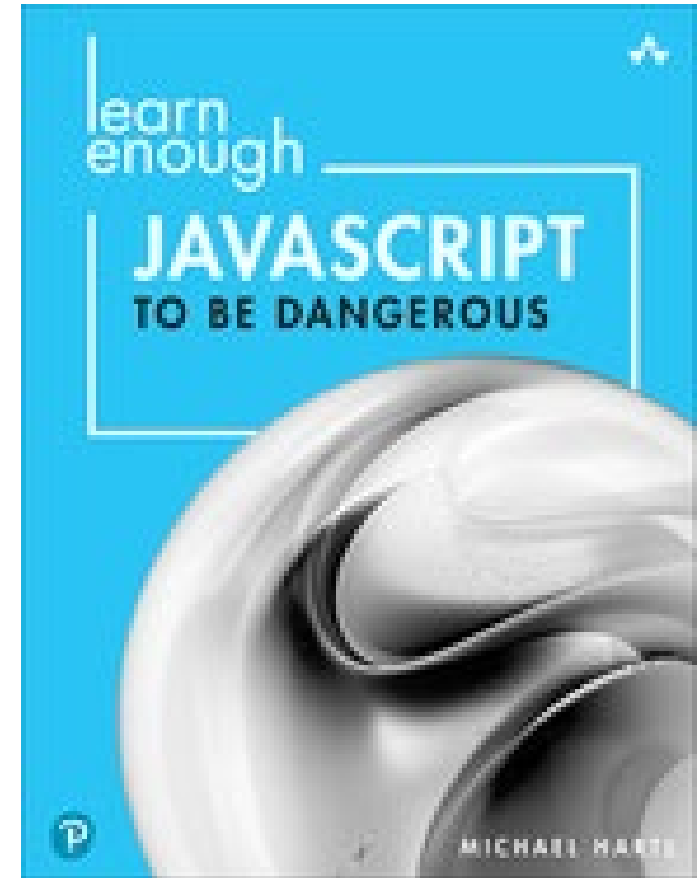
Our #1 title for you

Donald Knuth, *The Art of Computer Programming, Volume 4B*, 9780201038064, late summer/early fall

Also, we will revise the boxed set with all five volumes; ISBN TBD.

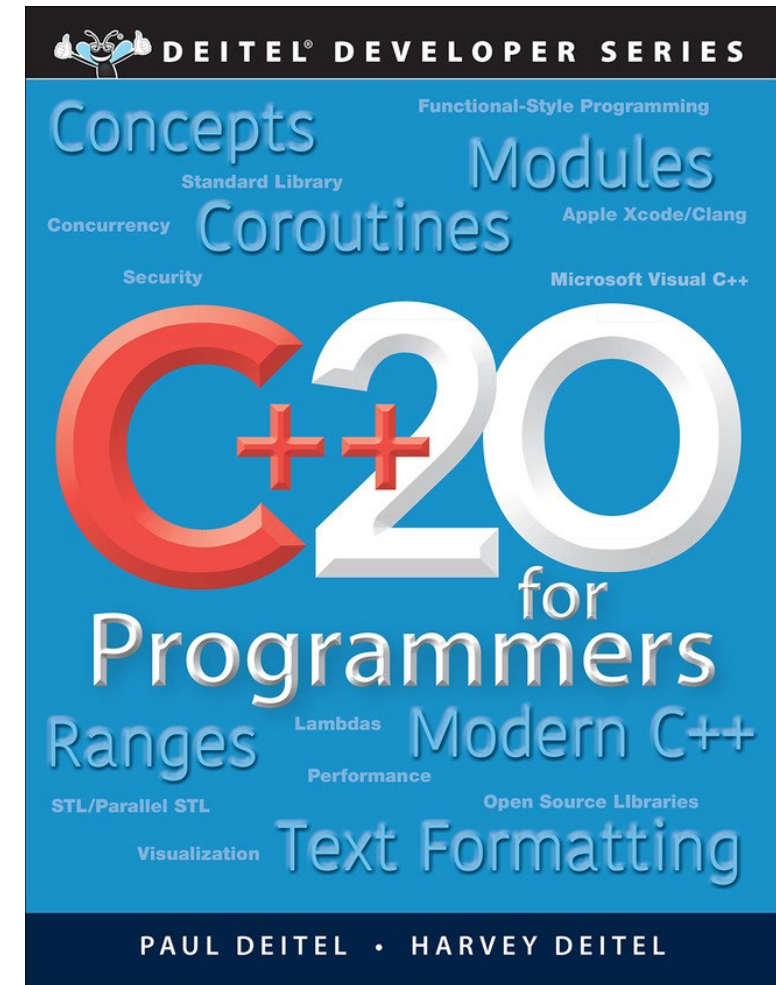
Programming – miscellaneous languages

- Sharp, **Microsoft Visual C# Step by Step, 10/e**, April, 9780137619832
- Horstmann, **Core Java 12/e, Volume I**, Dec 2021, 9780137673629, and **Volume II**, April, 9780137871070
- Hartl, **Learn Enough Developer Tools to Be Dangerous**, April, 9780137843459
- Hartl, **Learn Enough Javascript to Be Dangerous**, May, 9780137843749
- Hartl, **Learn Enough HTML, CSS, and Layout to Be Dangerous**, July, 9780137843107
- Big Nerd Ranch, **Android Programming, 5/e**, June, 9780137645541
- Lafore, **Data Structures and Algorithms in Python**, Aug, 9780134855684
- Bates and LaNou, **Go Fundamentals**, Oct, 9780137918300



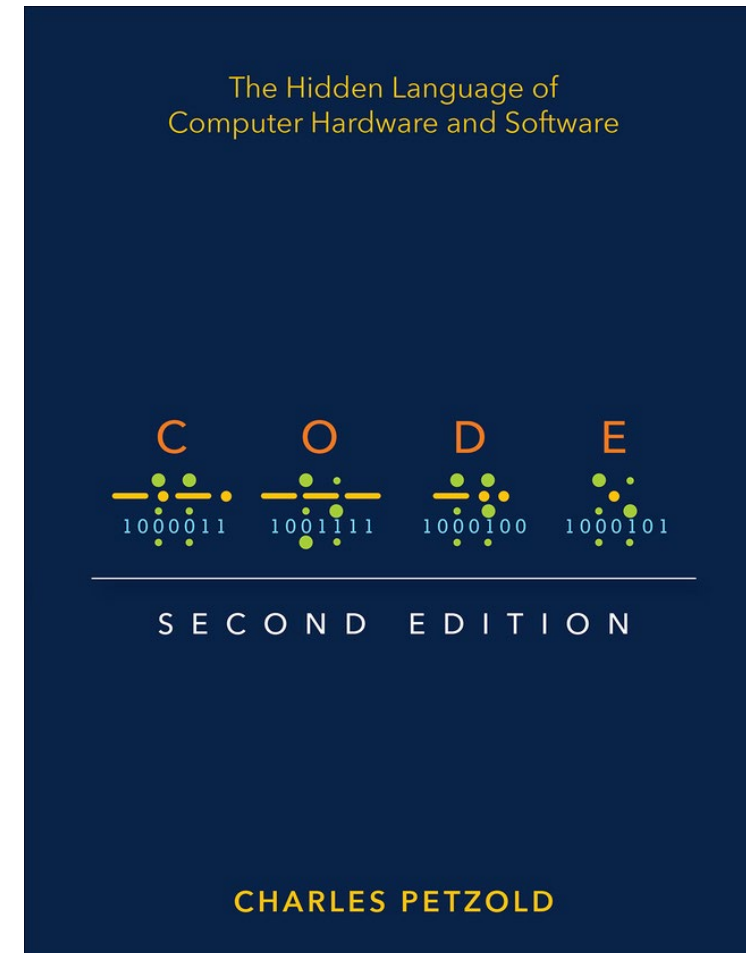
Programming – C++

- **Gottschling**, *Discovering Modern C++, 2/e*, Dec 2021, 9780136677642
- **Lakos**, *Embracing Modern C++ Safely*, Dec 2021, 9780137380350
- **Gregory and Davidson**, *Beautiful C++*, Dec 2021, 9780137647842
- **Rao**, *STY C++ in One Hour a Day, 9/e*, February, 9780137334681
- **Deitel**, *C++ 20 for Programmers*, April, 9780136905691
- **Grimm**, *C++ Core Guidelines*, May, 9780136875673
- **Stroustrup**, *A Tour of C++, 3/e*, Oct, 9780136816485



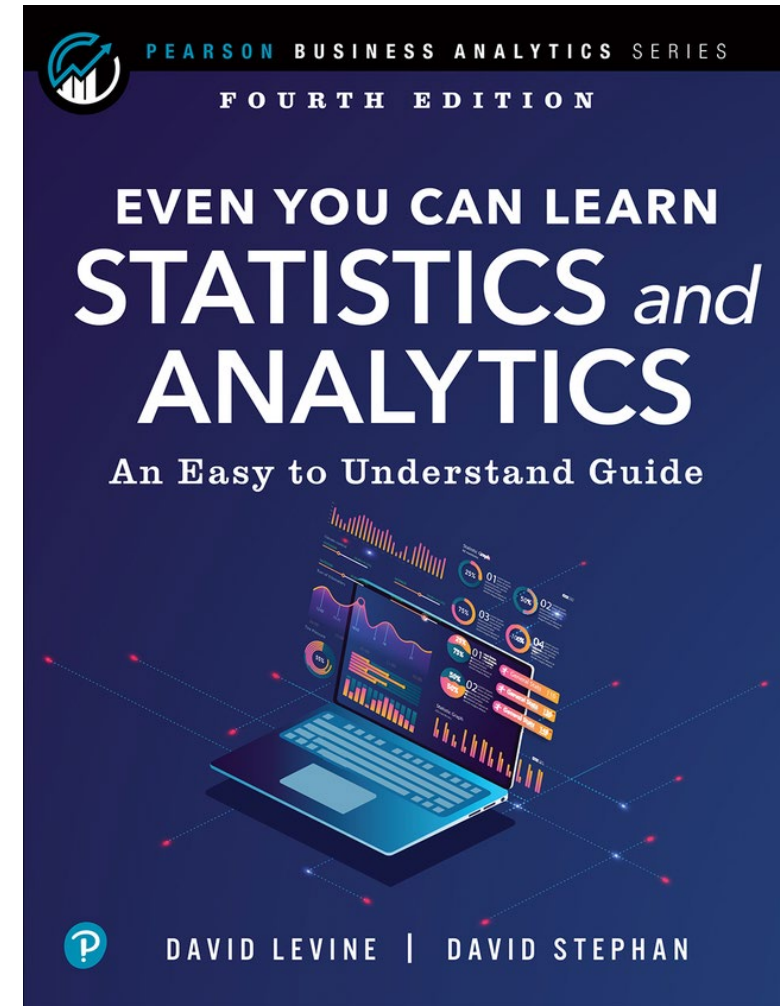
Programming – not language-specific

- **Petzold, Code, 2/e, Aug, 9780137909100**
- **Charpentier, Functional and Concurrent Programming, Sept, 9780137466542**



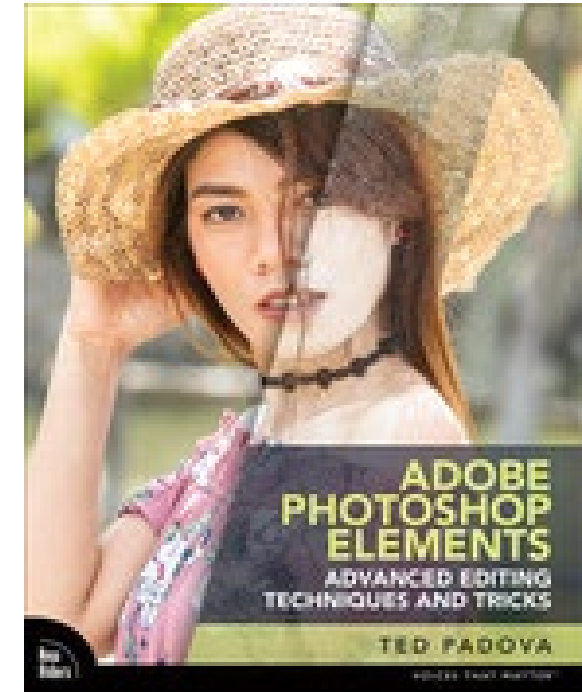
Data Science and ML

- Levine / Stephan, *Even You Can Learn Statistics and Analytics*, 4/e, May, 9780137654765
- Carlberg, *Bayesian Analysis with Excel and R*, October, 9780137580989
- Lander, *R for Everyone*, 3/e, Dec, 9780136695295
- Chen, *Pandas for Everyone*, 2/e, Jan, 2023, 9780137891153



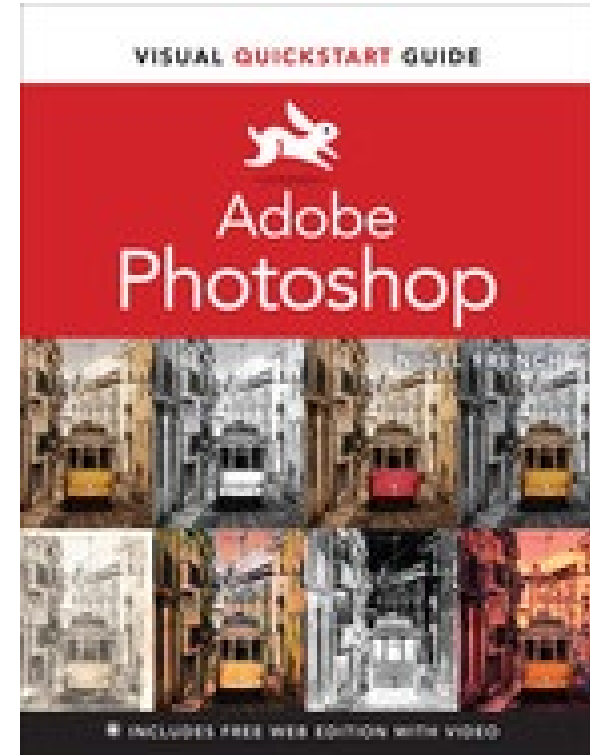
Graphics Part 1

- Nahmani, Logic Pro Apple Pro Training Series, May, 9780137904105
- Padova, Adobe Photoshop Elements Advanced Editing Techniques and Tricks, May, 9780137844029
- Concepcion, Video Storytelling Projects, July, 9780137690718
- Van de Wiele, Adobe Photoshop, Illustrator, and InDesign Collaboration and Workflow, September, 9780137908462
- Floor, This is Learning Experience Design, November, 9780137950737
- Labrecque, Adobe Creative Cloud Classroom in a Book, Dec, 9780137914708



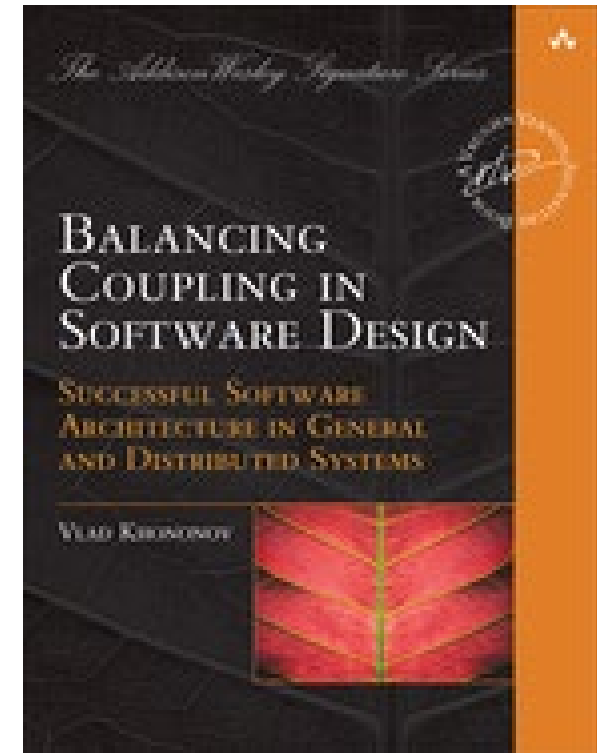
Graphics Part 2

- Carlson, Adobe Photoshop Elements Visual QuickStart Guide, Feb, 9780137637010
- Fridsma, Adobe Illustrator Visual QuickStart Guide, May, 9780137597741
- French, Adobe Photoshop Visual QuickStart Guide, June, 9780137640836



Software Engineering

- **Eringa et al, The Professional Agile Leader**, June, 9780137591510
- **Khononov, Balancing Coupling in Software Design**, July, 9780137353484
- **Carter et al, Model-Driven DevOps**, July, 9780137644674
- **Ramos / Pavlichenko, Agile Organizations**, September, 9780135853191
- **Ukis, Establishing SRE Foundations**, September, 9780137424603
- **Zimmerman et al, API Design Patterns**, September, 9780137670109



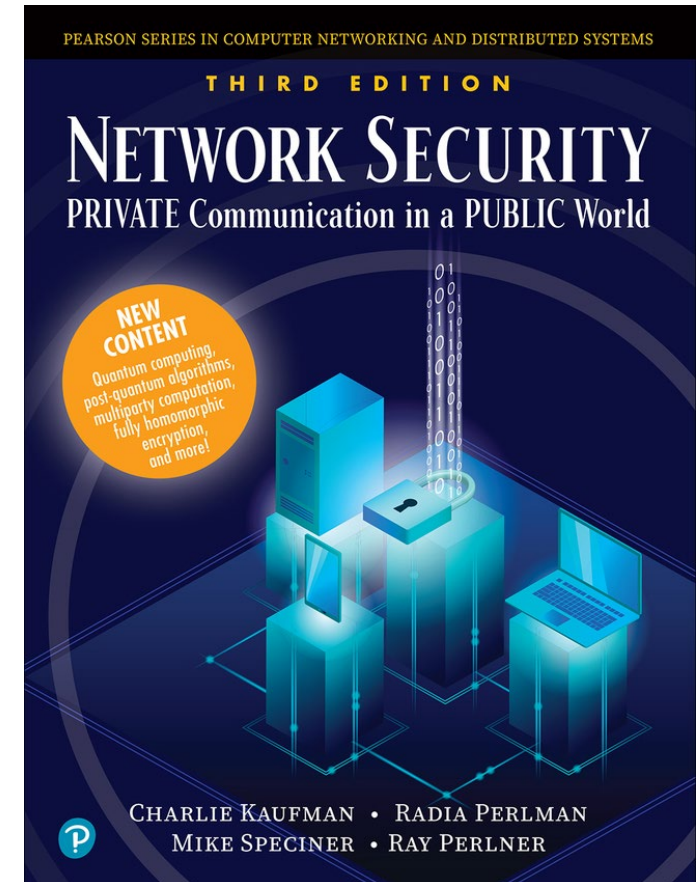
Networking and Security

Security

- Kaufman / Perlman, ***Network Security, 3/e***, July, 9780136643609
- Davidoff et al, ***Ransomware and Cyber Extortion: Response and Prevention***, July, 9780137450336
- Spafford et al, ***Cybersecurity Myths and Misconceptions***, Nov, 9780137929238
- Lakhani, ***Cisco Security Fundamentals***, Nov, 9780137929238
- Green-Ortiz et al, ***Zero Trust Architecture***, Nov, 9780137899739

Networking

- Maloo / Nikolov, ***Cisco Data Center Fundamentals***, August, 9780137638246



Microsoft

Azure

- Four-part comprehensive series on Azure: Compute; Networking; Management; and Storage, June through December
- Howard, ***Designing and Developing Secure Azure Solutions***, July, 9780137908752

Exam Refs

- More than ten new and revised guides in the next eight months, on Data Analysis, Microsoft 365, Azure, and Security

Windows 11

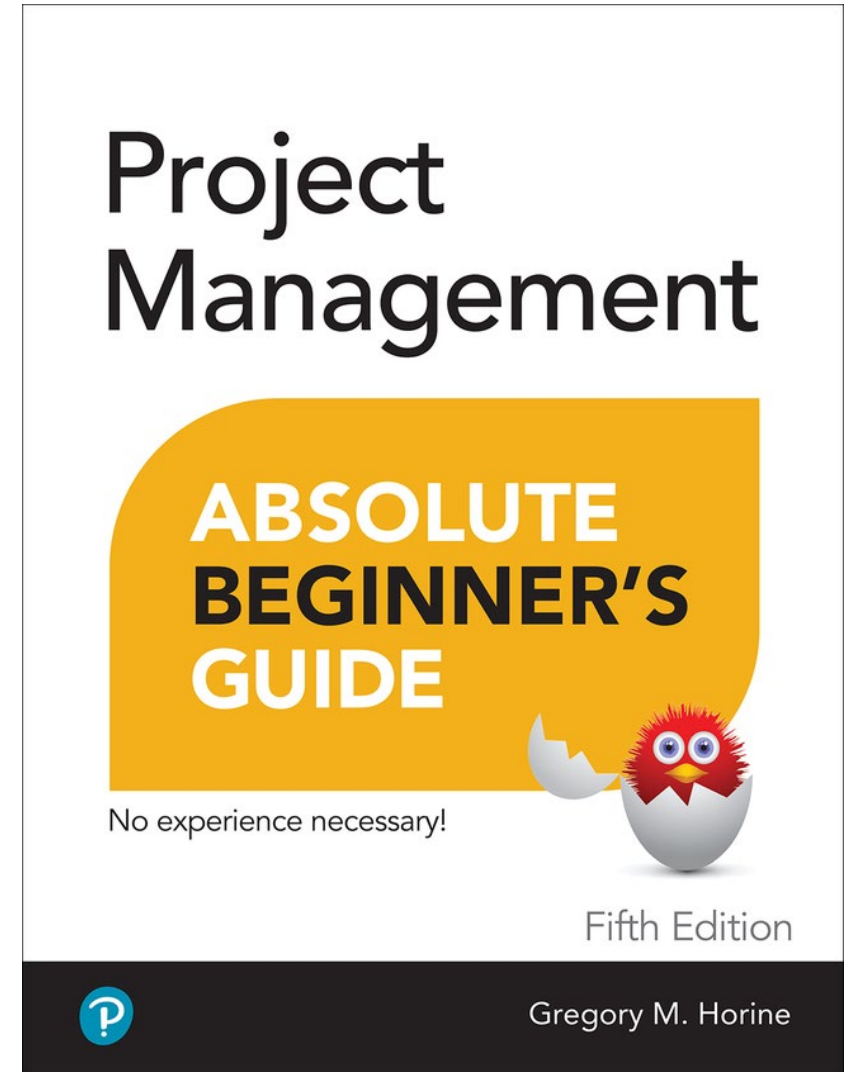
- Four titles: Inside/Out, Step by Step, for Seniors, and Absolute Beginner's Guide

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

- Biggest potential is for ***Microsoft Project Step by Step***, April, 9780137565054 – least likely to face local competition

Others

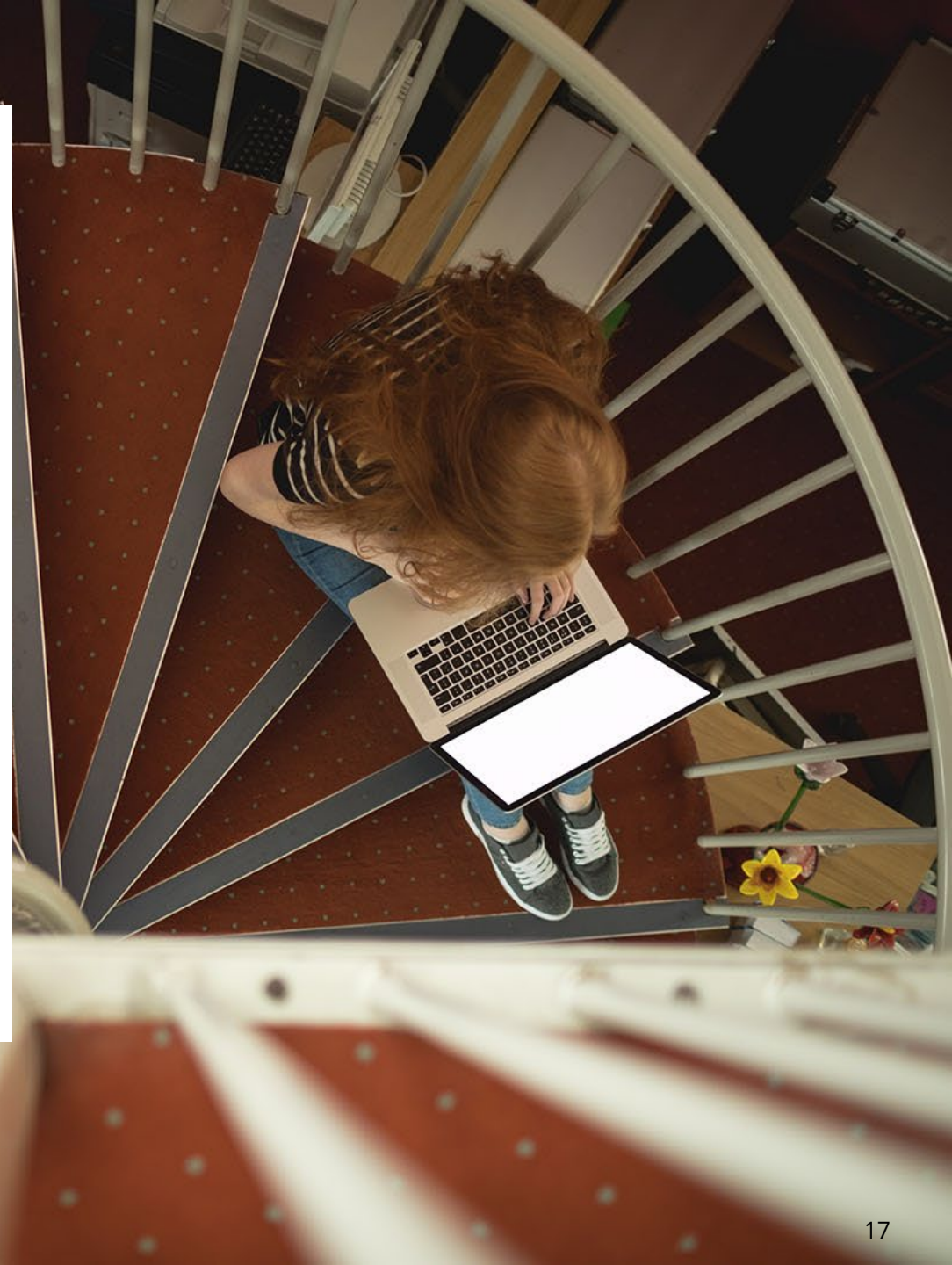
- Horine, **Project Management Absolute Beginner's Guide, 5/e**, April, 9780137646951
- Oracle Press, **Oracle Cloud Infrastructure**, November, 9780137902538
- Dahir et al, **Cisco Certified DevNet Professional DEVCOR 350-901 Official Cert Guide**, July, 9780137370443



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