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
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


- 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
- 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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