



PRWeb UK: Business Books





PRWeb® has offered free online press release distribution services since August 1997. Since then PRWeb® has gradually made the transition to a fully integrated press release newswire service. We are the largest Newswire catering to small and medium sized companies and organizations and one of the largest online press release newswires.

Our editors review thousands of press releases each week for distribution through the PRWeb® Newswire services.

As innovators and the acknowledged leader in online press release distribution since 1997, PRWeb has provided a simple, easy to use platform to ensure you get your message to the media and the masses. PRWeb has changed the way businesses, marketing departments and public relations firms think about press releases. Once a tool used exclusively for communicating with the media, PRWeb was the first company to develop a distribution strategy around direct-to-consumer communication.

A partial list of industry innovations include:

- * First free online press release distribution engine*
- * First in search engine optimized (SEO) press release formatting*
- * First in direct-to-consumer distribution of press release content*
- * Fully-integrated press content (press release and attachments) in a search-engine friendly format*
- * First free, search-engine optimized photowire*
- * First to provide RSS-enabled press releases for easy syndication*
- * Only press release distribution engine to provide TrackBacks for social commentary from blogs & websites*
- * First with news and search engine friendly embedded links*
- * Strategic partnerships with online partners who position your press release content at the forefront of the markets you aim to penetrate*
- * Exclusive "Fair Commerce" contribution system provides worldwide distribution of your PR for a fraction of the traditional costs*
- * Developed from the ground up as the most search engine optimized press release and content distribution platform in the world*

Take PRWeb® for a Test-Drive Today.

All press release newswires talk a good game - but we'd like to prove to you how effective PRWeb® will be to your online visibility goals. Whether you're a Fortune 500 firm or a single person startup, PRWeb will provide you the platform, tools, instruction and personal support to start, build and manage your PR Campaign. Please email or give us a call and one of our friendly editors will help you get started. Whether you want to dominate your market or just make a little noise, PRWeb is here to help you thrive in the marketplace, and with the media. If you are a public relations firm new to PRWeb, we have a special program for you. Please call Joe Beaulaurier (360-312-0892 ext. 3617) to learn if you qualify for a risk-free introduction to the PRWeb platform.

IT Governance Publishing Helps Swanson Raise The Bar For Internal Audit

IT Governance Publishing, the specialist publishing arm of IT Governance, is helping take internal audit to a higher level with a new book of expert guidance.

Ely, England (PRWEB) August 19, 2010 -- IT Governance Publishing (ITGP), the specialist publishing arm of IT Governance, is helping take internal audit to a higher level with a new book of expert guidance.

ITGP's latest book, Swanson on Internal Auditing: Raising the Bar (<http://www.itgovernance.co.uk/products/3109>), collects essays by internal audit guru Dan Swanson into a concise but comprehensive guide to improving internal audit results.

The book explains the internal audit process in a detailed, accessible way, highlighting challenges and identifying practical solutions. Novice internal auditors can read every article to gain a solid understanding of best practice. Alternatively, experienced internal auditors can choose to hone their skills by focusing on particular chapters and the leading-edge resources highlighted throughout the book.

The book is not just aimed at audit practitioners, however, and is an essential read for corporate executives, IT staff, board members and security personnel. Subjects covered range from an explanation of the internal audit function as a concept, through to risk management, IT security, business continuity, ethics and compliance. Whether outlining the 20 questions directors should ask about internal audit, or explaining how to ensure audit priorities are aligned with an organisation's needs, Swanson provides a step-by-step guide to achieving the best possible results.

Alan Calder, Chief Executive of IT Governance, says: 'Handled badly, an internal audit can feel like a stumble through a dark room. Dan Swanson's book turns on the light.'

Swanson adds: 'The world is changing, raising new challenges, and so the internal audit needs to change too. The internal auditor's role and responsibilities are evolving. I want to help audit professionals rise to these new opportunities.'

'Internal auditing can provide managers and board members with valuable assistance by giving objective assurance about an organisation's governance, risk management and control processes. Establishing a robust internal audit function is a long-term and very worthwhile investment. An internal audit department can act as an independent adviser for the Board and senior management.'

Dr. Sridhar Ramamoorti, Associate Professor of Accounting, Michael J. Coles College of Business, Kennesaw State University (Georgia), says: 'The book's approach and tone is always constructive, with comprehensive coverage and profound but actionable insights. It is a valuable reference tool and addition to the practitioner's professional library.'

Jon Lukomnik, co-author of the best-selling business title *The New Capitalists*, adds: 'Too many people regard internal audit as a wonkish exercise in self-examination. In Swanson's hands, however, internal audit becomes the

lantern of Diogenes, illuminating accountability, responsibility and control.’

Swanson on Internal Auditing: Raising the Bar (ISBN: 9781849280679) is available in 340-page softcover and e-book format. The book can be ordered online for £39.95 at: <http://www.itgovernance.co.uk/products/3109> (UK) or for \$49.95 at: <http://www.itgovernanceusa.com/product/249.aspx> (US). If ordered before the official launch date of August 26, the book can be bought for the discount price of £29.95 (or \$39.95).

Notes To Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company’s customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

Dan Swanson has 26 years of experience in the internal audit field. A former Director of Professional Practices at the Institute of Internal Auditors, he has led audit projects for over 30 organisations. He has completed more than 50 IT conversion audits and is currently focused on improving the practice of information security. Swanson writes a monthly internal audit column for ‘AuditNet’, a bi-monthly IT audit column for the Association of Healthcare Internal Auditors and edits a monthly resource newsletter, ‘Sentinel’, for ITG.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Internet Users Will Trade Privacy for Content

A new report says that internet users will soon trade elements of their privacy in return for content as part of a massive shake up of the digital content industry. The Future of Digital Content report has been produced by the Creative Industries Knowledge Transfer Network and highlights three "paradigm shifts" that will dramatically impact on the creative sector including how web users will place greater value on the personal data they currently give away and expect to receive valuable content, while content creators will need to develop more transparent processes as they engage with customers.

(PRWeb UK) July 29, 2010 -- Report on the future of digital content identifies intelligent application of metadata as future revenue opportunity.

28th July 2010: A project, which brought together senior executives from the creative and technology industries, has identified that privacy could be traded in the future for content, to generate new revenue streams for creative industries.

John Cass, Director of the Creative Industries Knowledge Transfer Network (CIKTN), the organisation behind the project, said: "Even when we access content for free, we leave a digital trail of metadata behind us. By aggregating this information, organisations can generate a picture of a person's behaviours and deliver relevant content to them."

The biggest issue with using metadata more effectively in this way are public fears over privacy. However, Cass believes that, in the future, people will increasingly be prepared to trade privacy for content or even financial reward. At present some companies such as Google and Facebook collect this sort of data without the users fully understanding its value.

"The big challenge will be to make the whole process more transparent so people understand the value of the data they have, how it will be used and what they are getting in return for that data," said Cass. "This model already exists with store loyalty cards where we share information about our shopping habits in return for personalised offers and benefits, or cash back. The same model could be developed in the online world with companies delivering highly personalised content or offers to people.

"The traditional view is that content is free or paid for. The recent introduction of the Times paywall shows how content creators are looking for ways to monetise what was a free commodity. The other option is supporting the generation of content by intelligently monetising metadata to deliver relevant and personalised information to users. Effectively people choose to trade some of their privacy for either free content or financial reward. More than 40% of the creatives we surveyed felt this could have a groundbreaking effect in their business.

"Content companies that recognise the need to make this process transparent and give consumers the power to make meaningful choices are the ones that will be able to drive new revenue streams and delight customers," added Cass.

Privacy as a tradable commodity was one of several key findings in the CIKTN Beacon report on The Future of Digital Content, part of a programme of 14 projects being carried out by the CI KTN to tackle the big technology related challenges faced by the UK's creative industries. Each Beacon Project identifies key innovation and business needs to enable organisations to turn creative ideas into business successes for the UK.

Within the UK, the Creative Industries sector contributes over 6.4% of UK Gross Value Added and is growing at a faster rate than the economy as a whole. In 2007, total Creative Industries revenues amounted to some £67.5bn. The Publishing sub-sector is the largest, with Radio & TV and Advertising among the top performers.

Notes:

To receive a copy of the Creative Industries KTN Final Beacon Report on the Beacon projects: The Future of Digital Content, please contact Tony Henderson at:
tony(at)creativeindustriestkn(dot)org.

For further information please contact:

Chris Bignell
XL Communications Ltd
Tel: 07834 020460
Email: chris(at)xl-comms(dot)com

To find out more about the CIKTN Beacons for Innovation programme, contact: <http://creativeindustriestkn.org/>.

Note to Editors: The Creative Industries KTN is part of the Technology Strategy Board's family of KTNs Our mission is to accelerate the evolution of the Creative Industries in the UK. We do this by building communities of interest and creating opportunities for innovators to meet, share ideas and find access to funding as support. We welcome innovators from all sectors of the Creative Industries.

Membership of the network is free, join at creativeindustriestkn.org. Follow us on twitter @creativektn.

###

Contact Information**Tony Henderson**

Creative Industries KTN

<http://creativeindustriesktn.org>

020 3384 2710

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Saving endangered migratory species talks and book signing: 5.30pm Thursday, June 24, 2010

Migratory species are some of the most vulnerable on the planet, their cross-country journeys exposing them to multiple threats including habitat destruction and climate change.

(PRWeb UK) June 4, 2010 -- An evening of talks at the [Zoological Society of London \(ZSL\)](#) to discuss how the survival of nature's true explorers can be secured will include an address by Elizabeth Maruma Mrema, Executive Secretary of the United Nations Environment Programme's Convention on Migratory Species (UNEP/CMS).

Journalist, environmentalist and CMS ambassador Stanley Johnson will join co-author Robert Vagg to discuss extracts from their forthcoming book, *Survival: Saving Endangered Migratory Species*, published by Stacy International.

The talks will conclude with a drinks reception and book signing.

Ends

- Admission is free
- Speakers:
 - o Elizabeth Maruma Mrema, Executive Secretary of the United Nations Environment Programme's Convention on Migratory Species (UNEP/CMS).
 - o Stanley Johnson, Ambassador for CMS
 - o Robert Vagg, Editor, UNEP/CMS
 - o Paul Pearce-Kelly, Senior Curator, ZSL.
- Press contact: Victoria Picknell, ZSL Press Office, 020 7449 6361 or victoria.picknell@zsl.org
- Founded in 1826, the Zoological Society of London (ZSL) is an international scientific, conservation and educational charity: our key role is the conservation of animals and their habitats. The Society runs ZSL London Zoo and ZSL Whipsnade Zoo, carries out scientific research at the Institute of Zoology and is actively involved in field conservation overseas. For further information please visit www.zsl.org
- The Convention on Migratory Species (CMS) is an intergovernmental treaty concluded under the United Nations Environment Programme and focusing on the conservation of a wide array of endangered migratory animals and their habitats worldwide through the negotiation and implementation of agreements and species action plans. With currently 113 member countries CMS is a fast-growing convention with special importance due to its expertise in the field of migratory species. CMS provides a framework for global adaptation and mitigation to save migratory species, and facilitates implementation in over 140 countries. Key components include identifying particularly threatened habitats and species, and initiating emergency response. www.cms.int

###

Contact Information

Victoria Picknell

Zoological Society of London (ZSL)

<http://www.zsl.org>

020 7449 6361

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



TSO Backs Project to Promote ITIL in China

Industry-leading publisher The Stationery Office (TSO) is supporting a new project to increase the use of ITIL® and PRINCE2™ in China.

Norwich, UK (PRWEB) June 1, 2010 -- Industry-leading publisher The Stationery Office (TSO) (<http://www.tso.co.uk/>) is supporting a new project to increase the use of ITIL® and PRINCE2™ in China.

The Gaochun Nanjing Regional Government has formed a joint venture with Goalsoft (Shanghai) and AIM Tech (UK) Limited to set up an IT Science Park that will include a training centre offering ITIL and PRINCE2 training.

Janine Eves, OGC Contract Manager and Publisher at TSO, says: “There are 13m project managers to be trained in China, so the potential for this initiative is enormous. We fully support the goals of the new centre in spreading the word about ITIL and PRINCE2 across China.”

Representatives of TSO, the Office of Government Commerce (OGC) and the official ITIL accreditor APMG met with a delegation from the Nanjing Regional Government earlier this year, at the Treasury Building in Westminster, London, to discuss the project. The meeting included a presentation from Nigel Smith, the OGC’s chief executive officer, outlining the goals and values of the OGC and describing key commercial products such as ITIL and PRINCE2.

OGC and TSO joined the delegation in the afternoon to attend the ‘UK-Nanjing Business Connecting Seminar on Financial and Creative Industries’ held at the Park Plaza Riverbank Hotel, London. During the seminar a number of protocols were signed between British companies and various Chinese entities. One of the protocols signed was to commemorate the Gaowin joint venture that will be responsible for the growth of ITIL and PRINCE2 training throughout China.

Since it was launched in 1989, ITIL has been respected worldwide as an industry-standard source of IT service management (ITSM) guidance. Initially consisting of more than 40 books, ITIL Version 1 covered a variety of IT practices. Streamlining allowed ITIL Version 2 to be released as 10 books and the best practice framework for ITSM. ITIL Version 3 updates best practice for ITSM with five titles – ‘Service Strategy’, ‘Service Design’, ‘Service Transition’, ‘Service Operation’ and ‘Continual Service Improvement’ – now forming the core of ITIL practice. OGC will continue to update the core ITIL Version 3 guidance through controlled releases in the future.

PRINCE2 (meaning ‘PRojects IN Controlled Environments’) is an OGC project management methodology. The latest PRINCE2 edition was released in 2009.

Notes to Editors:

TSO (The Stationery Office) has 200 years of experience in providing publishing and information solutions to the public sector, specialising in the creation, production and distribution of information in print, online and electronic formats. TSO is Britain’s largest publisher by output, publishing 8,000 printed and electronic products each year. More information is available at: <http://www.tso.co.uk>.



Sign up here for the ITIL® Version 3 'Elert Service', official news straight from the source (<http://www.surveymonkey.com/s.asp?u=959852776381>).

###

Contact Information**Barry Dunstall**

The Stationery Office

<http://www.tso.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

IT Governance Marks Green IT Week

IT Governance, the one-stop shop for compliance expertise, is marking the inaugural International Green IT Awareness Week by expanding its range of Green IT books and products and launching a special offer on its e-books range.

Ely, England (PRWEB) May 28, 2010 -- IT Governance (ITG), the one-stop shop for compliance expertise, is marking the inaugural International Green IT Awareness Week by expanding its range of Green IT books and products and launching a special offer on its e-books range.

Taking place on June 1-7 2010, International Green IT Awareness Week is being organised by non-profit organisation ComputersOff.org to promote environmentally sustainable IT. Through a programme of activities, training and presentations, organisations will be encouraged to adopt Green IT policies and collaborate to advance best practices.

To coincide with the event, IT Governance will be publishing the second edition of Gary Hird's book Green IT in Practice (<http://www.itgovernance.co.uk/products/1907>). Praised by 'Information Age' magazine as a "valuable, clear primer" and "refreshingly free of consulting gobbledeispeak", Green IT in Practice advises on Green IT implementation based upon Hird's experiences at major UK retailers the John Lewis Partnership and Waitrose. The book's second edition provides an update on progress at both organisations and reflects the latest advances in best practice.

Hird's book is just the latest addition to IT Governance's specialist online Green IT store (<http://www.itgovernance.co.uk/catalog/343>), which brings together all the best books for learning about Green IT and the tools needed to apply it in practice.

The many other books available from IT Governance include independently-published works, such as the Harvard Business Review on Green Business Strategy, and IT Governance's own range of expert books and pocket guides, including Greening the Data Centre.

For organisations pursuing compliance with ISO14001, the environmental management system, IT Governance offers a range of specialist books and resources, including a labour-saving ISO14001 Documentation Toolkit.

In line with good Green IT practice, IT Governance offers many of its works in downloadable e-book format. During International Green IT Awareness Week, the company will offer an added incentive to digital readers by taking 10% off the purchase price of its entire e-book range.

Alan Calder, Chief Executive of IT Governance, says: "As companies like the John Lewis Partnership are showing, Green IT isn't just good for the planet, it is good for business too. We applaud the organisers of International Green IT Awareness Week and are delighted to offer so many of the resources needed to convert good intentions into valuable deeds."

IT Governance's full range of Green IT products can be found at: <http://www.itgovernance.co.uk/catalog/343>.

Visitors wishing to claim the 10% e-book discount should enter the voucher code: ITGPDOWNLOAD.

Notes To Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. The company's customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Stars Come Out for New Literary E-Zine

Mega-sellers Lee Child, Bernard Cornwell, RJ Ellory, MG Harris and Charlaine Harris contribute to a new e-zine launched by Litopia Writers' Colony

(PRWEB) May 21, 2010 -- [MUSE](#), a new quarterly literary e-zine from the pioneering Litopia Writers' Colony, will launch on Monday, May 24.

With big-name contributions from the likes of Lee Child, Bernard Cornwell, RJ Ellory, international YA success MG Harris and Charlaine Harris, the first issue makes gripping reading.

Written and produced by members of Litopia, Muse contains author interviews, articles, reviews and short fiction – not to mention a writers' agony column with the irate (and somewhat batty) Granny Bates, an anonymous Stig-like publishing guru.

Litopia founder, London-based literary agent Peter Cox, said: 'We've always been a pioneering community, from being one of the earliest online writing forums through to the development of our podcasts and our use of social media to engage new members and listeners.

Continues:-

'The birth of Muse is another groundbreaking move. The publishing climate is undergoing a radical transformation, particularly the relentless rise of online media set against the decline in printed media, and Muse positions Litopia at the forefront of this changing climate.

Rising Stars

'Muse encompasses everything that Litopia is about,' Cox said. 'One of the most pleasing aspects about the way the community has developed over the years is the collegiate atmosphere that prevails, and this is something that is at the very heart of Muse. I took a back seat when the idea was first being discussed and left it to the editorial team to get the magazine off the ground. They've done a fantastic job, both in terms of the content and the design of Muse – it looks absolutely first-class. I believe this is where many of the 'nets rising literary stars will first make their debut.'

Team Effort

Most of the Muse team have never met each other, working instead in Litopia's forums. Holding the editor's reins for the first issue of Muse is John Quirk, a former journalist now working in PR and advertising.

He said: 'It's been a fascinating project to be involved with, particularly as the editorial team has been on board from the very start and we've all watched Muse grow from an initial throwaway comment within the Litopia forums. The finished product has been a real team effort and I'd like to thank everyone within Litopia who has contributed in any small way.

Continues:-

‘We were also very lucky in that one of the editorial team, Jamie Mollart, is an associate director at Leicester-based PR, marketing and design company Rock Kitchen Harris, which kindly offered to look after the design. I was knocked out when I first saw Muse in all its glory. The designer, Matt Laws, has pitched it spot on.’

John explained: ‘Each issue of Muse will have a theme running throughout, chosen by the editorial team, and a section focusing on a particular genre, chosen by the editor, with the plan being that each member of the editorial team takes a turn in the editor’s hot seat. The theme for issue one is, naturally, “beginnings”, with the genre focus on crime.’

Coming Next

The online build-up to the launch of Muse is being coordinated by Jamie.

‘The beauty of an e-zine is that its potential readership is unlimited,’ said Jamie. ‘It hasn’t cost us a penny to put together, other than the time of those involved, and there is no print run or physical distribution to worry about.’

‘We will put Muse in the RSS feed for the Litopia podcasts, which have in excess of 20,000 listeners a week, and everyone who is subscribed will automatically receive it. Muse will also be promoted via our Twitter profile - @litopia – which has more than 8,000 followers, in addition to being available as a download from Litopia itself. All this, of course, ensures we are hitting our target audience – and all of it at no cost.’

Continues:-

‘The same principle applies to promoting Muse – via Twitter, Facebook, and a host of blogs, with our members, and those who contributed to the first issue, all posting a teaser PDF to whet people’s appetites. As word-of-mouth spreads, the potential readership can only increase.’

Issue two of Muse is scheduled for distribution towards the end of August. Litopia members who would like details of how to get involved can email [muse\(at\)litopia\(dot\)eu](mailto:muse(at)litopia(dot)eu) or keep an eye out for announcements within the Colony.

[Download MUSE here.](#)

###



Contact Information

Peter Cox

Litopia Writers' Colony

<http://www.litopia.com>

+44-20-7486-3454

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Bloomsbury Publishing Selects North Plains' TeleScope Digital Asset Management and TeleScope Publishing Platform

Bloomsbury Publishing has selected North Plains' TeleScope DAM and the revolutionary TeleScope Publishing Platform (TPP) to streamline its US and UK English language publication operations in the storage, distribution and marketing of eBooks.

Toronto, Canada and London, UK (PRWeb UK) April 20, 2010 -- [North Plains Systems Inc.](#), the leading provider of [digital asset management](#) (DAM) and publishing software solutions, today announced that [Bloomsbury Publishing](#) has selected North Plains' TeleScope™ DAM and the revolutionary [TeleScope Publishing Platform](#)™ (TPP) to streamline its US and UK English language publication operations in the storage, distribution and marketing of eBooks. The new, automated North Plains system replaces a painful spreadsheet-based distribution approach, and enables Bloomsbury to be more nimble to speed their time-to-market, increase sales and revenues, and free resources to focus on adding partners and expanding markets.

Publishing and distributing electronic books is a major area of focus for most publishers. However, for many medium sized publishers like Bloomsbury, the whole process of publishing, distributing, promoting and updating an eBook is fraught with both technical and business challenges.

Bloomsbury Group's 6 English language publishers, which include Bloomsbury, Bloomsbury USA, A&C Black, Bloomsbury Academic, Bloomsbury Professional and Berg, wanted to replace a painful yet common spreadsheet-based digital distribution tracking approach. They exchange eBook distribution information with a variety of partners by circulating and updating a series of spreadsheets between the publisher and distribution partners. This "spreadsheet hell" is a real source of pain not just for Bloomsbury, but for many publishers.

Bloomsbury, which publishes over 1000 titles each year, wanted an online, centralized "trustworthy final file" repository accessible to anyone in the group regardless of their geographic location. The system allows them to see all iterations of their eBooks and make real-time corrections and updates. Furthermore, it automates eBook distribution to their partners including Amazon, Gardners, GoSpoken, Kobo, Overdrive and Sony providing accurate and immediate visibility of the distribution status as well as speed to market with new and updated eBooks.

Bloomsbury selected North Plains' industry leading TeleScope digital asset management platform and TPP Promote and Distribution modules. TeleScope provides a secure, shared repository, accessible from anywhere through a browser that manages and tracks versions of eBooks, and facilitates the revision workflows. The Distribution and Promotion modules prepare (by automatically generating "Search Inside" views of the book), store, send and track the right version of each book. North Plains will also host the system providing it as Software-as-a-Service (SaaS) to Bloomsbury, who can focus on creating and selling books, rather than managing the technology.

"Our US, UK, trade and academic publishers all have different needs, and output their books in different ways. We reviewed many options and chose North Plains because our production departments unanimously liked the interface, and determined that it met the range of demands covering trade and academic output," said Stephanie

Duncan, Bloomsbury's Digital Media Director. "It does everything we need cost effectively."

Having the TeleScope Publishing Platform available in a hosted environment provides a quick, alternative approach to producing an eBook, especially when it has to be rapidly converted from a Word document for a digital-only book or on a one-off basis.

"Bloomsbury provides a great example of how our hosted digital asset management and publishing systems address critical business processes cost effectively," said Hassan Kotob, President and CEO, North Plains Systems Inc. "Our hosted offering relieves small and medium sized publishers like Bloomsbury from the concerns of IT and system management, making them more agile by allowing them to spend more time gaining new customers and making more sales rather than updating spreadsheets."

The TeleScope Publishing Platform is the direct result of over 15 years of experience working closely with a cross section of the industry's leading publisher organizations. The 'game-changing' introduction of TPP last year completely revolutionized the publishing process by removing the need for conventional typesetting and editorial mark up. Delivering up to a staggering tenfold reduction in page production costs and up to 75% reduction in production times – publishers of all sizes, can now quickly, cost-effectively and automatically produce quality eBooks in multiple formats from a single, centralized and secure platform.

TPP's modular nature gives publishers the option to choose the area of their business that they would most like to improve, while a full deployment would provide a completely integrated publishing solution. Achieving all this with existing solutions would require a complex and expensive integration exercise with several separate vendors, cobbled together in a somewhat precarious design.

In addition to the DAM and TPP offerings, North Plains also provides publishing services that include the digitization of books, typesetting and eBook creation. Now publishers can access North Plains' outsource services to reduce production times and overall costs while building in scalability to meet emerging revenue opportunities.

North Plains will be showcasing the TeleScope Publishing Platform at the [London Book Fair](#) this week, and the [Book Expo America/IDPF Digital Book 2010](#) show in New York City in May.

North Plains' TeleScope™ Digital Asset Management (DAM) Platform

TeleScope™ is an award-winning digital asset management platform that enables the secure access, management and distribution of all digital and rich media content across an entire organization. With its distributed and modular architecture, TeleScope is designed to meet the diverse range of rich media needs from small and mid-size businesses and design studios, to the complex business challenges of global enterprises. Whether you're a new creative 'shop' just starting out; growing so quickly that your asset inventory is getting out of control; or a globally distributed organization with millions of assets to manage for users around the world, North Plains' TeleScope platform is ready to meet your unique business challenges.

The TeleScope Publishing Platform

TPP is a logical extension of North Plains' award-winning TeleScope Digital Asset Management Platform. Currently used by some of the largest and most respected publishers, TPP helps orchestrate and manage every

aspect of the publishing process from editorial, through to digital book publishing, promotion, distribution, and archiving TPP reduces costs, speed time to market, opens new revenue opportunity and increase the agility of publishers of all sizes. The demand for eBooks, audio books and other digital products is expanding – which makes having a solution built on a single platform an essential component of every publisher’s digital workflow process and IT infrastructure.

About Bloomsbury Publishing

Bloomsbury Publishing Plc is one of the world’s leading independent publishers with a portfolio of authors, brands and companies serving a wide range of markets. www.bloomsbury.com

About North Plains Systems Inc.

Founded in 1994, North Plains Systems Inc. is the world’s leading provider of digital and video asset management and publishing solutions. With a portfolio of over 475 satisfied customers, North Plains’ TeleScope platform streamlines the complexity of managing increasingly challenging digital asset and publishing environments. From centralized workflow optimization, asset creation, production and virtual collaboration, to delivery and distribution, North Plains provides end-to-end solutions that meet the business requirements of companies of all sizes. For further information please visit www.northplains.com. Follow us on Twitter and join us on Facebook.

###



Contact Information

Joshua Duhl

North Plains Systems, Inc.

<http://northplains.com>

339-222-0861

Online Web 2.0 Version

You can read the online version of this press release [here](#).

SAI Global Joins The IT Governance Distribution Network

The international reach of IT Governance Publishing is continuing to expand, with SAI Global becoming the latest distributor to begin selling the company's books.

Ely, England (PRWEB) April 6, 2010 -- The international reach of IT Governance Publishing (ITGP) (<http://www.itgovernance.co.uk/>) is continuing to expand, with SAI Global becoming the latest distributor to begin selling the company's books.

All 60-plus of ITGP's industry-leading hard-copy and e-book titles – providing comprehensive governance, risk management and compliance expertise – are now available through the SAI Global website.

The deal closely follows the announcement of new ITGP agreements with distributors Woodslane (Australasia), Bernan (US) and Computer Bookshops (UK).

Alan Calder, Chief Executive of IT Governance, says: “Our distribution reach seems to be expanding all the time at the moment, which is testament to the quality of our products. Prestigious booksellers want to stock prestigious titles, so we are naturally delighted to be working with SAI Global.”

As the specialist publishing arm of IT Governance, ITGP's current catalogue covers subjects ranging from information security and digital forensics to best practice IT service management and business continuity.

Calder continues: “Our titles clearly meet a worldwide need for the latest expert guidance and information on all aspects of IT governance. We are supplying what the market is demanding.”

SAI Global (www.saiglobal.com) provides organisations internationally with information services and solutions for managing risk, achieving compliance and driving business improvement. The company maintains a repository of over 1m standards and technical publications from hundreds of standards development organisations and normative bodies.

SAI Global will be able to print ITGP books around the world, meaning fast delivery times across the whole product range.

Notes to editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company's customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Booksellers Line Up as Global Demand Grows for IT Governance Publications

More and more distributors are turning to the books of IT Governance Publishing to meet the world's needs for governance, risk management and compliance expertise.

Ely, England (PRWEB) March 21, 2010 -- More and more distributors are turning to the books of IT Governance Publishing (ITGP) to meet the world's needs for governance, risk management and compliance expertise.

Following closely on new deals with distributors Bernan (US) and Computer Bookshops (UK), Woodslane (Australasia) is the latest outlet to add ITGP's books to its stocklist. The attraction is obvious – as the specialist publishing arm of IT Governance, ITGP's current catalogue consists of over 60 industry-leading titles. Subjects range from information security and digital forensics to best practice IT service management and business continuity.

Alan Calder, Chief Executive of IT Governance, says: “Any major IT bookseller naturally wants to sell the latest and most informative titles. We seem to be forging new distributor partnerships all the time at the moment – not just in Europe, but across the world.

“In many ways, you can judge the quality of a publishing company by the quality and quantity of its distributors. Suppliers respond to demand, so the number of prestigious online outlets wanting to stock our books just shows that we are truly meeting a global need.

“Joining forces with Woodslane, for example, is a major boost for us and represents our largest distributor yet in Australia.” There are now 54 ITGP titles live on Woodslane's www.woodslane.com.au website, a distribution service that delivers technology, business and lifestyle publications across Australasia.

Woodslane's managing director David Scott says: “Rapid changes in technology and the workplace mean companies and organisations need top-quality guidance to navigate a successful path. The books of ITGP help us meet the demands of an information-hungry market.”

Calder adds: “We're equally excited about Bernan and Computer Bookshops, to name but two of our many distributors on both sides of the Atlantic.”

A leading North American distributor of publications from the US government and intergovernmental organisations, Bernan sells over 45,000 different titles. The company represents some of the largest and most prolific publishers in the world, including the United Nations, The Stationery Office, The World Bank and the World Health Organization.

Computer Bookshops is similarly important in the UK, and has been a major computer book wholesaler and distributor for over 30 years. The company has more than 10,000 titles in stock at any given time.

Notes to editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk

management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company’s customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

New Professional Writing Website Helps Aspiring Writers to Launch Their Career

Profwriting.com offers writing tips, peer review and one-to-one mentor services.

(PRWEB) March 6, 2010 -- Literary agents, TV executives and bestselling authors have given their support to an innovative new website from MA Professional Writing at University College Falmouth, which helps aspiring writers to develop their work and launch a career.

Profwriting.com offers affordable online [writing courses](#), a space to showcase manuscripts and have them critiqued by peers, and a three-month mentoring scheme pairing new writers with an expert in their field. There are masses of insider tips and interviews with successful authors plus constantly updated news from the worlds of publishing, copywriting and screenwriting. With a range of short courses and private forums for pitching ideas and services for those looking for a [writing mentor](#), it's everything an aspiring writer could need.

Literary Agent Mark Lucas -- who represents bestselling writers including Kate Mosse and Andy McNab -- says the site offers new writers the opportunity to serve a writing apprenticeship before going public with their work: "Nowadays if a new writer doesn't get it right first time, they are history. What this kind of opportunity offers is the chance to serve a kind of apprenticeship."

John Yorke, Controller of Drama Production and New Talent at the BBC, adds: "Writing is such a lonely profession and it seems so hard to get a job; anything that takes away some of the mystery and fear can only be a good thing."

The site has been developed by the team behind MA [Professional Writing](#) at University College Falmouth, whose approach to teaching writing is so successful that graduates get published and work across the writing industries, running magazines, script editing, reinventing brands such as Sky and HMV, even penning librettos for operas...

Profwriting.com allows aspiring writers to share that expertise and get noticed, too, wherever they live and whichever genre they are working in. Industry scouts are combing the site already and the team have lined up an impressive roster of experts to offer advice and judge regular writing competitions. They include bestselling author Patrick Gale, Simon van Booy, winner of the prestigious Frank O'Connor Award for short stories, and docudrama producer Hannah Sim.

Associate of the site, Radio 4 scriptwriter and producer Paul Dodgson, sums it up: "It will be a great place for scriptwriters to go as well as fiction writers. I like to think that every genre of writing will find its place on the site."

Watch a short film of the profwriting.com launch event here: <http://www.profwriting.com/launch>

Notes to editors:

The MA Professional Writing at University College Falmouth has built a strong reputation for giving talented writers the focused skills they need to make successful careers in many different areas of the media. It can be

studied full-time over one year or part-time by distance learning over two years. Several alumni have published books, while others are working as magazine and website editors, freelance features journalists, scriptwriters, creative copywriters, and in a wide range of publishing and corporate communications roles.

###



Contact Information

Susannah Marriot

Profwriting

<http://www.profwriting.com/>

01326 373018

Online Web 2.0 Version

You can read the online version of this press release [here](#).

IT Governance Brings ‘The Art of War’ to the Fight Against Cybercrime

IT Governance Publishing, the specialist publishing arm of information security experts IT Governance, is bringing the principles of Sun Tzu’s classic text, The Art of War, to the fight against cybercrime.

Ely, England (PRWEB) March 3, 2010 -- IT Governance Publishing (ITGP), the specialist publishing arm of information security experts IT Governance (<http://www.itgovernance.co.uk/>), is bringing the principles of Sun Tzu’s classic text, The Art of War, to the fight against cybercrime.

ITGP’s latest book, *Assessing Information Security: Strategies, Tactics, Logic and Framework*, argues that the art of war, and the art of information security, are more closely aligned than one might expect. Technical skills and procedural knowledge are not enough; these qualities need to be deployed strategically to control the cybercrime battlefield.

The book, written by Dr Andrew Vladimirov, Konstantin Gavrilenko and Andriej Michajlowski, demonstrates that businesses need clear objectives and strategies, just like a military campaign, to implement information security effectively. The book explains, for example, that:

- Self-defence is important; you must assess your position thoroughly and have the proper safeguards in place to protect your business information;
- But you must also be able to fight back; the genuine threat of prosecution can be a very effective deterrent against embittered or corrupt employees, for example, who might otherwise see your company’s data as a ‘soft target’;
- You need to invest wisely; expensive technology is not necessarily the right technology to protect your business information;
- There are no fixed and fortified limits as to when and where your business data could be vulnerable;
- You must be able to adapt or perish, because every threat you repel today will evolve into a new threat tomorrow.

Alan Calder, Chief Executive of IT Governance, says: “Information security, like warfare, is not simply a question of ticking boxes on a checklist. A comprehensive plan and the latest technologies, although essential, do not in themselves guarantee success. Information security is ultimately a human problem. And, while human error is a factor, of course, the biggest threat is the criminal, deliberately and maliciously seeking to exploit your weaknesses.”

Nonetheless, as *Assessing Information Security: Strategies, Tactics, Logic and Framework* explains, cybercriminals have weaknesses, too. They must be considered like military adversaries and confronted accordingly by learning from military strategies. The result will see expert information security deployed with an

understanding of human conflict.

Calder continues: “Even when discussing the cutting-edge technologies of 2010, and technologies yet to emerge, the ancient wisdom of Sun Tzu’s *The Art of War* has a role to play. Business is an intensely competitive environment, which is why executives enjoy the insights of expert military strategists, such as Sun Tzu and Carl von Clausewitz [the early 19th-century Prussian soldier and author of *On War*]. Andrew, Konstantin and Andriej apply the work of these men to the operations of a 21st-century company. If you want to take active steps to deter the cybercriminal, you need to read this book.”

Dr Vladimirov says: “An information security professional is engaged in a form of continuous warfare which, by its very nature, is defensive. The aim of this ‘combat’ is not to give an inch of the protected ‘territory’ – whether data, systems or resources – to the adversaries.”

Assessing Information Security: Strategies, Tactics, Logic and Framework (ISBN: 9781849280358) is available in softcover and e-book format (<http://www.itgovernance.co.uk/products/2912>). The book can be ordered online for £49.95 at: <http://www.itgovernance.co.uk/products/2827> (UK) or for \$49.95 at: <http://www.itgovernanceusa.com/product/243.aspx> (US).

Notes to editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company’s customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

Dr Andrew Vladimirov is a security researcher whose fields of expertise include network security and applied cryptography. He has extensive experience of performing information security assessments. He and his fellow authors are the founders of the information security consultancy Arhont.

Konstantin Gavrilenko has over 15 years of experience in IT and security, with a particular interest in wireless security. He holds a BSc in Management Science from De Montfort University (Leicester, UK) and an MSc in Management from Lancaster University (UK).

Andriej Michajlowski is an expert on network security, whose research interests include user and device authentication mechanisms and wireless networking security. He has extensive experience of carrying out internal and external information security assessments. He is a graduate of the University of Kent (UK).

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Brand New Ethical Way to Order Any Book

Bookatree.co.uk (<http://www.bookatree.co.uk>), an online book shop that plants new trees to replace the wood used in its products, its purpose is to give everyone a cheap, fast, secured, easy and ethical way to order any book. Thanks to *Bookatree.co.uk*, readers can enjoy their favourite novel or study book while helping to combat deforestation and climate change without any cost or burden to the customer.

Liverpool, England (PRWeb UK) February 21, 2010 -- Aimed at buyers of a vast range of books for leisure, learning and business, [Bookatree.co.uk](http://www.bookatree.co.uk) stocks about two million titles - including paperbacks, hardbacks, audio books, ebooks and maps - and adds thousands of new books to its catalogue monthly. Unlike other book retailers, *Bookatree.co.uk* commits 15% of the profit margin from each book sold towards planting trees near its customers' neighbourhoods. This environmentally sound practise is entirely free to the customer: it isn't passed on in the pricing of the books, which remains highly competitive. The tree planting project will be implemented quarterly in partnership with tree planting agencies, with trees being chosen to suit the local environment in which they're being planted as well as to maximise the absorption of CO2.

Information that can be found on Nasa website (<http://climate.nasa.gov>) indicates that global sea levels have been on a steady rise with global atmospheric CO2 reaching its climax since 650,000 years. (see: <http://climate.nasa.gov/evidence/>). Thus, the tree planting practice by *bookatree* is yet another passive but effective way to reducing personal greenhouse gas emissions which are majorly responsible for the rising sea levels and the overall change of the climate.

Together with competitive pricing and discounts, *Bookatree.co.uk* offers thousands of book pre-release, which are dispatched to customers the day before release. Fast UK and world-wide delivery is available, so overseas customers and expats can enjoy ordering their books ethically, knowing that trees will be planted as near as possible to them, wherever they may be, to offset the effects of their purchase.

According to Iyke Iwegbue, Manager at *bookatree* ; "We just delivered boxes of [1001 Natural Wonders: You Must See Before You Die](#) (by Michael Bright), to customers in Wales, Honolulu, Osaka, Sydney, Pretoria, Copenhagen, and Toronto in just 5 working days".

George I. Michael of GreenBB Limited, the company behind *Bookatree*, says: "*Bookatree.co.uk* is the new way to shop for books in 2010 and beyond. It believes books are essential, and the fight against climate change and ozone depletion is also vital. Thus, committing 15% of its profit margin towards tree planting, *bookatree* found a way to promote literacy and green space altogether".

[Click here to follow bookatree on Twitter](#)

[Click here to find bookatree on facebook](#)

NOTES FOR EDITORS

Bookatree.co.uk is owned by GreenBB Ltd, a company based in Liverpool and founded in 2008. An online retail, marketing and distribution company with a green ethos, GreenBB is focused on protecting the earth's most valuable resources. Its core business lies in literacy and education, entertainment, green technology and gadgets. The company runs three e-commerce websites -Ozonebasket.co.uk, Ozonebay.co.uk and Bookatree.co.uk - and 15% of the profit from each site is committed towards planting trees.

###



Contact Information

George Michael

GreenBB Limited

<http://www.bookatree.co.uk>

+441516017565

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Startup Alive Successfully Launches New Online Business Handbook to Help Simplify Online Business

Online business, despite becoming one of the most successful business models available in the past few years has become rather inaccessible to many aspiring entrepreneurs. Startup Alive hopes to solve this problem with the release of its new book.

(PRWEB) February 18, 2010 -- In general, the online business industry has become very easy to break into because of the recent improvements in internet technology, but its growth has been stunted by the lack of suitable educational literature to help entrepreneurs stand out from the hobbyists and make their businesses profitable.

A business training company, Startup Alive, has decided to tackle the problem head on by providing an easy to use guide for online businesses -- the 'Online Business Handbook'.

The CEO of Startup Alive said, "The aim of this book is to help bring people 'out of the dark' and equip them with the skills they need to start and successfully run their own online businesses."

The book was written in 10 chapters, split across four parts, each teaching a specific skill that every online business owner should possess.

Since its release early this year, the 'Online Business Handbook' continues to rise in popularity as more and more entrepreneurs discover its usefulness.

Startup Alive also offers free business consultation services to aspiring entrepreneurs and online business owners.

A free sample chapter of the [Online Business Handbook](#) is available at <http://www.startupalive.com>.

###

Contact Information

Amy Lennard

Startup Alive

<http://www.startupalive.com>

4479552401793

Online Web 2.0 Version

You can read the online version of this press release [here](#).

IT Governance Offers Safe Route to the Benefits of Cloud Computing

IT Governance, the one-stop shop for compliance expertise, is helping companies find the efficiencies and savings of cloud computing without putting business information at risk.

Ely, England (PRWEB) 28 January, 2010 -- IT Governance (ITG) (<http://www.itgovernance.co.uk/>), the one-stop shop for compliance expertise, is helping companies find the efficiencies and savings of cloud computing without putting business information at risk.

Through cloud computing, a company's IT functions are moved to an external, shared service provider and accessed over the Internet. Data is no longer stored in-house and software applications are no longer owned by the company. IT Governance's latest book, *Above the Clouds: Managing Risk in the World of Cloud Computing* (<http://www.itgovernance.co.uk/products/2826>), explains the potential benefits of adopting this approach.

Author Kevin T. McDonald challenges the misconception that cloud computing must necessarily offer weaker data protection than an in-house server. In fact, he argues that cloud computing can help to defend an organisation from IT security threats such as denial-of-service attacks, viruses and worms.

The risk management process begins when choosing a service provider. McDonald says: "You need to be confident that your business information will be secure. You need to make sure you carry out due diligence on the service provider before you entrust this firm with your vital data. The challenge for procurement professionals is determining what questions to ask, what assurances should be in the contracts and how much risk is being assumed when a service is moved to the 'cloud'."

McDonald says the concept of 'outsourcing to the cloud' is proving increasingly attractive to companies seeking to save money. "The cost is falling dramatically, which means it's no longer rare for a company to consider cloud computing." A company is charged for the use of software applications, and for data storage, just like being charged for electricity. In only paying for the resources used, therefore, operating costs can be reduced. After all, as McDonald explains, in-house data centres typically leave 85%-90% of available capacity idle.

Cloud computing can lead to energy savings too. Running a data centre normally requires heavy investment in generators and uninterruptible power supplies. Cloud computing, however, removes that burden from individual companies and consolidates workloads on high-performance processors.

Furthermore, outsourcing rarely-needed IT tasks and functions allows IT staff to focus on core work. Equally, rather than having an IT team spend valuable time monitoring the market for new products, and then facing the challenges of integrating those products into an organisation, cloud computing means that up-to-date software suites are painlessly introduced across a company 'from above' by the service provider.

Alan Calder, Chief Executive of IT Governance, says: "Cloud computing is not a new and frightening idea. If you have a Google Mail account, for example, you will already be using the concept. Your emails are stored externally and you can read them wherever you go, with a laptop, BlackBerry or similar device.

“Cloud computing is on many people’s radars this year, not least because of the attractions to budget-conscious and performance-orientated businesses. There are risks, however, and managing those risks is core to strategic success. It’s vital, therefore, to read this book early when thinking about the options presented by cloud computing, as well as continuing to consult the book when implementing the process.”

Above the Clouds: Managing Risk in the World of Cloud Computing acts as a primer and strategic guide to identify the best practices and associated risks of cloud computing. The book then explains how to reduce those risks to acceptable levels. From software as a service (SaaS) to replacing the entire IT infrastructure, McDonald serves as an educator, guide and strategist. The book also offers valuable tips on how to choose a provider of cloud services.

Above the Clouds: Managing Risk in the World of Cloud Computing (ISBN: 9781849280310) is available in softcover and eBook format (<http://www.itgovernance.co.uk/products/2881>). To encourage UK organisations to explore cloud computing further, IT Governance is now offering a £5 discount on the book (Promotion Code: cloud2010) when bought from: www.itgovernance.co.uk/products/2826. The offer runs until Friday, 12 February 2010. Above the Clouds: Managing Risk in the World of Cloud Computing can also be bought from the IT Governance US website: www.itgovernanceusa.com/product/2014.aspx.

Notes to Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company’s customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

Kevin T. McDonald, the author of Above the Clouds: Managing Risk in the World of Cloud Computing, is a Senior Information Technology Analyst and Cloud Strategist for ICF International Inc., a consulting firm in Washington DC. A member of the Tech America Cloud Computing Committee, the Cloud Computing Task Group of the Industry Advisory Council and the Cloud Security Alliance, he has over 25 years’ experience in IT, specialising in cyber security, infrastructure protection and business continuity.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

IT Governance Unveils Compliance Toolkit for Massachusetts Data Protection Law

As the deadline rapidly approaches, IT Governance is offering a fast compliance solution to the requirements of the Massachusetts Data Protection Law 201 CMR 17.00.

Allentown, PA (PRWEB) December 15, 2009 -- As the deadline rapidly approaches, IT Governance (<http://www.itgovernanceusa.com/>) is offering a fast compliance solution to the requirements of the Massachusetts Data Protection Law 201 CMR 17.00.

Every organization which licenses personal information about a resident of Massachusetts must fully comply with 201 CMR 17.00 on or before March 1, 2010. The law covers both paper and electronic records, which must be protected by a written information security plan, regularly audited.

IT Governance, the one-stop shop for compliance expertise, is therefore offering The 201 CMR 17.00/ISO 27001 Toolkit (<http://www.27001.com/products/233>). Available now as a download, this unique Toolkit is specifically tailored to help organizations meet the deadline, with over 450 pages of fit-for-purpose information. There are pre-written policies, procedures and templates, as well as extensive guidance on the 201 CMR 17.00 requirements. Furthermore, the Toolkit includes a copy of frequently-asked questions from the Massachusetts Office of Consumer Affairs and Business Regulation, a business continuity plan and project staff training slides.

The IT Governance Toolkit is built around ISO/IEC 27001:2005. Alan Calder, Chief Executive of IT Governance, says: "ISO/IEC 27001:2005 provides a truly comprehensive information security program that will stand up to the next round of state or federal regulations.

"There is no time to waste for 201 CMR 17.00. Deadlines always seem to rush up on you and March 2010 is really not that far away now. This Toolkit literally saves months of work, not least by helping organizations avoid costly trial-and-error dead-ends. Compliance with the law is mandatory – it's as simple as that.

"It's good to see laws fighting back against poor information security, which can lead to criminal activities, such as identity fraud. Now we need to provide the tools to ensure organizations can meet the demands of these laws."

Details of how to buy The 201 CMR 17.00/ISO 27001 Toolkit, priced at \$899, can be found at: <http://www.27001.com/products/233>.

Notes to Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. The company's customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernanceusa.com.

###



Contact Information

Barry Dunstall

IT Governance

<http://www.itgovernanceusa.com/>

+44 (0)20 7664 6310

Online Web 2.0 Version

You can read the online version of this press release [here](#).

New Books Explain That Governance Is Key to IT Outsourcing

With many businesses struggling to achieve the supposed benefits of IT outsourcing, two new books from IT Governance are showing how governance principles are the vital ingredients for success.

Ely, England (PRWEB) December 13, 2009 -- With many businesses struggling to achieve the supposed benefits of IT outsourcing, two new books from IT Governance are showing how governance principles are the vital ingredients for success.

IT outsourcing has been widely embraced by business, as it offers the potential for efficient and responsive IT systems, while allowing companies to focus on their core strengths.

However, in his book *Outsourcing IT: A governance guide* (<http://www.itgovernance.co.uk/products/2795>), author Rupert Kendrick argues that seeing outsourcing as a panacea for all ills underestimates the complexity of the task. A business cannot put mission-critical functions in the hands of suppliers without meticulous planning. To avoid pitfalls, manage risks and tap potential benefits, Kendrick says, it is vital to put governance at the heart of any outsourcing programme.

Over 336 pages, *Outsourcing IT: A governance guide* gives practical advice on critical issues, including how to make a better IT outsourcing decision based on a clear understanding of the advantages and disadvantages, and how to judge if outsourcing is the right approach for your business; how to identify and control the various associated risks, including those affecting business and financial performance, and legal and compliance matters; how to choose an outsourcing supplier and build an effective relationship based on a shared understanding of governance issues, such as data security; and how to outsource in a way that supports, rather than hinders, your business goals.

IT Outsourcing Contracts: A Legal and Practical Guide (<http://www.itgovernance.co.uk/products/2802>) is a complementary pocket guide by Jimmy Desai, a partner at a City law firm. This 106-page work offers guidance on the legal and contractual aspects of outsourcing, as well as practical illustrations of how other organisations have overcome challenges that typically arise. With additional perspectives on the analysis that must underlie an outsourcing decision, it is ideal as a companion title to Kendrick's book or as a primer for anyone needing a concise overview.

Outsourcing IT: A governance guide (ISBN: 9781849280259) is priced at £47.95/\$78.45/€56.00 and available in hard copy and downloadable formats at: <http://www.itgovernance.co.uk/products/2795>.

IT Outsourcing Contracts: A Legal and Practical Guide (ISBN: 9781849280297) is priced at £19.95/\$32.64/€23.30 and available in hard copy and downloadable formats at: <http://www.itgovernance.co.uk/products/2802>.

Full details of all IT Governance's services and products can be found at: www.itgovernance.co.uk.

Notes to Editors:

Rupert Kendrick is a former partner in a medium-sized law firm and has worked for the past 10 years in legal publishing, both as a writer and as an editor. He holds a master's degree in Advanced Legal Practice, for which he researched the question of the effect of the Internet on how law firms choose to market themselves. His earlier book, *Managing Cyber-Risks*, examines the major risks that law firms need to address when they offer legal advice and information over the Internet. He is now a director of the risk management consultancy, Web4Law, where he offers consulting services, principally on IT issues.

Jimmy Desai is a partner in a City of London law firm and has been advising upon, formulating and implementing IT outsourcing contracts and strategies, benefits and cost savings for businesses since the mid-1990s. Throughout his career he has advised major international blue-chip companies, governments, industry bodies, IT customers and IT suppliers on their IT outsourcing transactions. He writes extensively for a wide range of IT publications and lectures at international conferences both in the UK and abroad. He has lectured at the University of London and the University of Stirling and, as well as a law degree, he has a master's degree in Electronic Engineering and postgraduate qualifications in Intellectual Property Law and Practice.

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. The company's customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###

Contact Information**Barry Dunstall**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Twitter Tips To Help Get Authors' Books Published

Litopia Writers' Colony Wins The First Golden Twits Award For Excellence In Social Media - Twitter Can Help Authors Get Published, They Say

London, UK (PRWEB) December 11, 2009 -- The oldest social community on the net for writers, [Litopia Writers' Colony](#), has won the newest prize for the web's latest medium - the 140-character microblogging service Twitter. Sponsored by media magazine The Drum, The Golden Twit award was accepted by Litopia's chief twitterer, Jamie Mollart, and Litopia's founder, Peter Cox, at a ceremony in London last night (see photo).

"Social media is about communication," said Jamie, "and as writers, communication is incredibly important to us. The Litopia Twitter feed is about sharing information that will help writers, so to be recognized for this is fantastic."

"The publishing world is going through seismic upheaval at the moment", said Peter, who is also a literary agent with [Redhammer Management](#). "It is the last major media industry to be hit by the digital tsunami. Litopia educates writers about the digital future. Twitter is a vital tool for them."

Peter believes that Twitter has many uses for writers. "You can quickly build a huge following with Twitter", he says. "Publishing is a battleground at the moment, and the biggest struggle is over who controls access to the readership. Will it be publishers, as they traditionally did? Or authors? Or some third party such as Amazon or Google? We teach authors how vital it is to control access their own readers and fans."

Litopia has rapidly built a following of over 4000 writers on [Twitter](#). "What we've done, any author can do", Peter says. "We Tweet about half a dozen times a day - people love them because they're so useful."

But that's not the only use for Twitter in the author's armory. "You can connect with the top people in the publishing industry", says Peter - "they're just one click away. You can keep up with insider gossip. You can use it to find experts for your research. You can create virtual events, like a Twitter contest. But mostly, you can harness Twitter's multiplier effect to skyrocket your fan base: when one reader reTweets your original post, you can quickly reach hundred or even thousands of new readers within minutes. That's how powerful it can be."

Litopia Writers' Colony is a free community to join. It produces the world's first daily podcast for writers, [Litopia Daily](#), and counts many bestselling authors amongst its membership.

###



Contact Information

Peter Cox

Litopia Writers Colony

<http://www.litopia.com/>

+442074863465

Online Web 2.0 Version

You can read the online version of this press release [here](#).

TSO Expands Range of ITIL® Study Aids

The Stationery Office, the official IT Infrastructure Library publisher, is launching 'Passing Your ITIL Intermediate Exams', the latest addition to the company's range of study aids.

Norwich, England (PRWEB) November 28, 2009 -- The Stationery Office (TSO) (<http://www.tso.co.uk/>), the official IT Infrastructure Library (ITIL®) publisher, is launching 'Passing Your ITIL Intermediate Exams', the latest addition to the company's range of study aids.

Written by one of the original ITIL Version 3 authoring team, and endorsed by the official ITIL accreditor The APM Group (APMG), 'Passing Your ITIL Intermediate Exams' supports candidates taking both the ITIL Service Lifecycle Exams and the Capability Exams.

The publication provides details on the ITIL Version 3 qualification scheme from foundation all the way through to the advanced Master Qualification. Looking at principles, processes, common activities, implementation and improvement, the publication guides candidates through preparing for the examinations and achieving the target competencies. Students can use the book to recap on foundation-level learning before moving on to the intermediate level.

'Passing Your ITIL Intermediate Exams' expands TSO's industry-leading range of ITIL study aid titles, which also includes 'Passing Your ITIL Foundation Exam'. The structure of the study aid books complements the structure of the exam syllabus, containing sample questions and answers. 'Passing Your ITIL Foundation Exam' has therefore just been updated with a second edition in line with the new 2009 syllabus. The book includes a case study to help reinforce learning and comprehension by placing the theory in an easy-to-understand scenario.

Richard Pharro, APMG's Chief Executive Officer, says: "The ITIL qualifications scheme allows candidates to prove their professional service management capabilities. We endorse all the TSO study aids, which provide invaluable support along the way."

ITIL Version 3 was published in June 2007 and will remain the definitive version for the foreseeable future. The Office of Government Commerce (OGC) will continue to update the core ITIL Version 3 guidance through controlled releases.

To celebrate ITIL's 20th birthday, TSO's ITIL titles are being discounted by 20% throughout November when ordered online at: <http://www.best-management-practice.com>.

Details of how to buy 'Passing Your ITIL Intermediate Exams', ordinarily priced at £30 (ISBN: 9780113310999), can be found at:
<http://www.best-management-practice.com/Knowledge-Centre/Publications-Coming-Soon/?DI=608828>.

Details of how to buy 'Passing Your ITIL Foundation Exam (Second Edition)', ordinarily priced at £20 (ISBN: 9780113312061), can be found at:
<http://www.best-management-practice.com/officialsite.asp?FO=1236678&ProductID=9780113312061&Action=>

Book.

Notes to Editors:

TSO (The Stationery Office) has 200 years of experience in providing publishing and information solutions to the public sector, specialising in the creation, production and distribution of information in print, online and electronic formats. TSO is Britain's largest publisher by output, publishing 8,000 printed and electronic products each year. More information is available at: <http://www.tso.co.uk>.

Sign up here for the ITIL® Version 3 'Elert Service', official news straight from the source (<http://www.surveymonkey.com/s.asp?u=959852776381>).

###

Contact Information**Barry Dunstall**

The Stationery Office

<http://www.tso.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Best Management Practice to Sponsor and Visit ‘itSMF Germany’

Best Management Practice will be sponsoring and attending the IT Service Management Forum (itSMF) Germany Annual Conference 2009 in Düsseldorf.

Norwich, England (PRWeb UK) November 19, 2009 -- Best Management Practice (<http://www.best-management-practice.com/>) will be sponsoring and attending the IT Service Management Forum (itSMF) Germany Annual Conference 2009 in Düsseldorf.

The event will be held in the Swissôtel Düsseldorf from December 1-2. Best Management Practice comprises The Stationery Office (TSO) (<http://www.tso.co.uk/>), which is the official IT Infrastructure Library (ITIL®) publisher, as well as the Office of Government Commerce (OGC) and the official ITIL accreditor APMG.

The itSMF Germany Annual Conference will focus on ways of adding value in the fields of Service Strategy, Service Operation and Service Transition. There will be over 30 specialist lectures from experts in economics, industry and public administration.

Janine Eves, OGC Contract Manager and Publisher of TSO, says: “International events such as itSMF Germany allow us further opportunities to spread the word about ITIL. The principles and benefits of good IT service management (ITSM) are truly global.”

Launched in 1989, ITIL has been respected worldwide as an industry-standard source of ITSM guidance ever since. Initially consisting of more than 40 books, ITIL Version 1 covered a variety of IT practices. Streamlining allowed ITIL Version 2 to be released as 10 books and the best practice framework for ITSM. ITIL Version 3 was published in June 2007, updating best practice for ITSM with five titles – ‘Service Strategy’, ‘Service Design’, ‘Service Transition’, ‘Service Operation’ and ‘Continual Service Improvement’ – now forming the core of ITIL practice. OGC will continue to update the core ITIL Version 3 guidance through controlled releases in the future.

To celebrate ITIL’s 20th birthday this year, TSO’s ITIL titles are being discounted by 20% throughout November when ordered online at: <http://www.best-management-practice.com>.

For further information about the itSMF Germany Annual Conference 2009, please visit: <http://www.itsmf.de>.

Notes to Editors:

TSO (The Stationery Office) has 200 years of experience in providing publishing and information solutions to the public sector, specialising in the creation, production and distribution of information in print, online and electronic formats. TSO is Britain’s largest publisher by output, publishing 8,000 printed and electronic products each year. More information is available at: <http://www.tso.co.uk>.

Sign up here for the ITIL® Version 3 ‘Elert Service’, official news straight from the source (<http://www.surveymonkey.com/s.asp?u=959852776381>).

###

Contact Information**Barry Dunstall**

The Stationery Office

<http://www.tso.co.uk>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Xlibris Offers its New Premium UK Publishing Package at Introductory Price

In celebration of Xlibris' entry into the UK publishing industry, authors who choose the Premium Package save £600 and receive free book returnability programme.

London, UK (PRWeb UK) November 17, 2009 -- Xlibris, the global leader in the self-publishing industry, has recently announced its entry into the UK publishing market, introducing its popular brand of book publishing and marketing services to the United Kingdom.

To celebrate this event, the self-publishing company is giving British writers and authors another reason to get excited about this expansion to the UK. For a limited time only, Xlibris is offering a £600 price cut off its Premium Publishing Package. This special introductory offer enables British writers and authors to get big savings on their publishing investment.

The Premium Package is the flagship of the Xlibris publishing line and boasts an assortment of publishing and marketing services, that will help writers deliver a first-class book to the marketplace and attract their target market. Available for both [full-colour](#) and [black-and-white publishing](#), and inclusive of a wealth of customisation options for the discerning author, the Premium service is a steal at only £1,999 (savings of £600). To top it off, the self-publishing giant will also include 12 months bookstore returnability absolutely free as part of this introductory offer. The returnability programme helps overcome the traditional obstacle facing authors when placing their book in bookstores, by granting the title returnable status through Ingram distribution and Gardners wholesale. Usually priced independently at £499, this service is complimentary for a limited time only with the Premium package, and helps round out an already impressive array of publishing and marketing options.

Available until November 25, 2009 this limited time introductory offer is available exclusively for UK authors and celebrates the addition of [Xlibris UK](#) to the self-publishing leader's fold. "Xlibris leads the world in new titles brought to market", said Kevin Weiss, president and chief executive officer "We believe as our self-publishing business continues to accelerate, we will become the world's largest publisher of original content".

Xlibris invites all interested authors to contact them toll-free at 0-800-644-6988 or e-mail publishtoday@xlibrispublishing.co.uk to take advantage of this limited offer, or visit the [Xlibris UK](#) website for more information about their vast range of publishing, marketing and editorial services.

About Xlibris UK

Xlibris was founded in 1997 and, as the leading publishing services provider for authors, has helped to publish more than 25,000 titles for almost 20,000 writers worldwide. Now with a presence in the United States, Canada, United Kingdom, Australia and New Zealand, Xlibris provides authors the world over with direct and personal access to quality publication in hardcover, trade paperback, full-colour, digital and elegant leather-bound formats.

For more information, visit www.xlibrispublishing.co.uk, e-mail [publishtoday\(at\)xlibrispublishing.co.uk](mailto:publishtoday(at)xlibrispublishing.co.uk) or call at 0-800-644-6988 to receive a free publishing guide.

###



Contact Information

Noel Flowers

Xlibris Publishing

<http://www.xlibrispublishing.co.uk>

+0800-644-6988

Online Web 2.0 Version

You can read the online version of this press release [here](#).

IT Governance Launches Guide to C&A Transformation

IT Governance, the one-stop shop for information security compliance, is now publishing a comprehensive guide to the new Federal, Department of Defense and Intelligence Community 'Certification and Accreditation' (C&A) process.

Allentown, PA (PRWEB) November 15, 2009 -- IT Governance (<http://www.itgovernanceusa.com/>), the one-stop shop for information security compliance, is now publishing a comprehensive guide to the new Federal, Department of Defense and Intelligence Community 'Certification and Accreditation' (C&A) process (<http://www.itgovernanceusa.com/product/1957.aspx>).

C&A (also sometimes known as 'Authorization') stretches across the Department of Defense (DoD), the Office of the Director of National Intelligence (DNI), the Committee on National Security Systems (CNSS), the National Institute of Standards and Technology (NIST) and the Office of Management and Budget (OMB). The new C&A practices will reduce redundant activity and unnecessary documentation, and will shorten the overall process that has historically affected DoD procurement. The new procedures will also ensure system certifications and accreditations accomplished by one agency are valid for all agencies. This C&A transformation will therefore drive decision-making based on sound risk management principles, will incorporate security into common lifecycles that are approved and used by all DoD/Intelligence Community (IC) enterprises, and will eliminate wasteful and redundant processes and paperwork.

The goals of the C&A transformation include:

- the definition of a common set of trust levels for the IC and DoD to jointly apply to systems;
- the adoption of reciprocity to facilitate system re-use;
- the definition of common security controls and a common lexicon;
- looking beyond individual systems or events in risk assessments;
- the design and operation of information security as a coherent whole across the enterprise environment, and;
- the institution of a common process for the IC and DoD to incorporate security within lifecycle processes.

It is essential for information security professionals to understand this huge and complex body of work. 'The Definitive Guide to the C&A Transformation' (<http://www.itgovernanceusa.com/product/1957.aspx>) is the first comprehensive manual that sets out to explain the current standards and best practices. The book provides all the information needed to recognise, implement and manage the relevant authorization requirements, and therefore to achieve compliance with federal, local and agency laws and policies.

Alan Calder, Chief Executive of IT Governance, says: "The tools and tactics used to fight the information war have evolved with advances in technology. The defense of critical information systems must therefore evolve as well. The 'Certification and Accreditation' transformation will revolutionise how information security is carried out across the DoD/IC. No other book provides such authoritative guidance on these emerging requirements."

Dr. Julie Mehan and Mr. Waylon Krush, the authors of the book, together offer more than 35 years of experience in developing C&A policies and providing direct help to organizations.

Dr. Mehan says: “At its best, C&A can be extremely effective in protecting the information network. At its worst, it can be cumbersome, laborious and costly, without providing any real security value. The challenges of executing ‘Certification and Accreditation’ within an agency or large enterprise have been staggering and often cost-prohibitive, primarily because traditionally the implementation of C&A has varied not only from site to site or agency to agency, but even within a single agency or organization.”

Mr. Krush adds: “We recognise that a dynamic threat environment necessitates a transformation to more efficient and integrated processes, to ensure C&A represents a truly relevant part of an information systems security program. It is critical that organizations integrate a process that allows them to develop and maintain more resilient systems. This book helps organizations to take that journey. There are hundreds of documents, amounting to thousands of pages, of laws, regulations, policies and guidance that state the requirements for the C&A or the Federal ‘Authorization’ process. Our book compresses and translates those requirements into a usable step-by-step guide.”

Each chapter not only provides a list of related references but also offers recommendations for additional reading. Furthermore, each section refers to relevant templates and references that are included in a usable format on an accompanying CD.

‘The Definitive Guide to the C&A Transformation’ is ideal for security practitioners, system administrators, managers, standards developers, evaluators, testers and, indeed, anybody seeking to learn more about establishing and maintaining a secure information environment.

Details of how to buy ‘The Definitive Guide to the C&A Transformation’, priced at \$69.95 (ISBN: 9781849280068), as well as the CD that accompanies the book, priced at \$19.95, (ISBN: 9781849280228), can be found at: <http://www.itgovernanceusa.com/product/1957.aspx>.

Notes to Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is ‘non-geek’, approaching IT issues from a non-technology background and talking to management in its own language. The company’s customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###

Contact Information**MARC CORNELIUS**

IT Governance

<http://www.itgovernanceusa.com/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

Edinburgh's Storytelling Festival Tickets Available Online

The Scottish International Storytelling Festival in Edinburgh launches its 20th anniversary season Friday, October 23. For 2009, tickets and programme details are available online at www.edinburghfestivals.co.uk

Edinburgh, Scotland (PRWEB) October 26, 2009 -- The Scottish International Storytelling Festival in Edinburgh launches its 20th anniversary season this Friday, October 23, as raconteurs from the United States, Canada, New Zealand, Australia and the Caribbean join Scotland's best yarn-spinners for 10 days of storytelling sessions, workshops and family events. Such themes as belonging, identity and travel will be visited during the 10-day Festival, the 'Homelands' theme providing a unique window into personal experiences of migration, immigration and the colourful, complex identities emerging from them.

To support the 2009 Year of Homecoming in Scotland, the Storytelling Festival also explores ideas of Scottish diaspora, nurturing cultural exchanges through to personal tales passed down through generations. The Storytelling Festival features 69 events in Edinburgh and across greater Scotland, including a busy education and community programme. [Edinburgh Storytelling Festival Tickets](http://www.edinburghfestivals.co.uk/festivals/storytelling) and programming information for the 2009 festival are available online at www.edinburghfestivals.co.uk/festivals/storytelling.

In addition to the scheduled events, the Storytelling Festival provides opportunities for future exchanges between Scotland and indigenous cultures, enabling professional storytellers and those interested in oral traditions to meet and share ideas. The Festival is designed to provide audiences with the chance to encounter rich traditions and authentic voices in a memorable live experience.

The Festival is devoted to the art of live storytelling in the improvised traditional style told direct with the engagement of the audience. The story is created between the teller and the listeners giving visitors a warm social experience and a chance to discover different cultures, environments and traditions.

Scottish International Storytelling Festival Director Donald Smith said:

"There are many different layers of experiences, many different strands that people can access, and at the heart of it is the notion of Homelands. You can hear stories from a variety of cultural traditions where the focus is on people who are wonderful storytellers but whose stories are bigger than themselves. They're about a whole cultural experience connected to ideas of journey, migration and emigration.

This is complimented by themed talks with writers and cultural historians who will be speaking about their interests in these ideas. There are also screenings, museum events and storytelling workshops where people can come along and participate in developing their own skills and learn about storytelling traditions."

Highlights of this year's programme include the late-night Festival Club nights and Meet the Storyteller 'taster' events, as well as a series of 10 Authentic Voices evening storytelling performances at the Storytelling Centre in

Edinburgh. This includes both people who have remained in their birthplace and those who have branched out into the world and taken elements of their Scottish heritage to other lands, connecting audiences to authentic moments and voices that genuinely relay the ideas related to Homecoming.

Family activities at the Storytelling Centre, the Royal Botanic Garden Edinburgh, Museum of Edinburgh and the Scottish Seabird Centre compliment a rich events programme primarily designed for adults and older children. This is highlighted by the Festival's national DIY storytelling initiative, Tell-a-Story Day (on 30th October), which sees school pupils, parents, carers, artists and storytellers putting on their own storytelling and storymaking activities, bringing people of all ages and backgrounds together to share and create tales.

In addition to the Edinburgh-based events, the 'Festival on Tour' programme sees international guests from New Zealand, Australia, USA, Canada and the Caribbean travelling far and wide from the Festival's Edinburgh-hub to deliver first-class performances and interactive workshops in Dundee, Stirling, Oban, Clashmore, Ullapool, Rothesay, Thurso, Glasgow, New Galloway and Inch.

NOTES

The Scottish International Storytelling Festival runs from Friday 23rd October until Sunday 1st November 2009. Tickets are on sale now from the Scottish Storytelling Centre's box office (0131 556 9579 or 0131 473 2000) or online at the [Edinburgh Festivals Guide website, www.edinburghfestivals.co.uk](http://www.edinburghfestivals.co.uk).

###

Contact Information

Lindsay Corr

Festivals Edinburgh

http://www.edinburghfestivals.co.uk?utm_source=prweb&utm_medium=pressrelease&utm_campaign=storytell

0131 652 3272

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



IT Governance to Promote One-Stop Support at 'ITSMF UK 2009'

IT practitioners will be able to learn about the complete range of IT service management publications available by visiting the IT Governance stand at itSMF UK 2009.

Ely, England (PRWeb UK) October 15, 2009 -- IT practitioners will be able to learn about the complete range of IT service management publications available by visiting the IT Governance (<http://www.itgovernance.co.uk/>) stand at itSMF UK 2009.

IT Governance will be there to demonstrate the company's industry-leading role as the major independent distributor of books from all the publishers to the IT service management (<http://www.itgovernance.co.uk/itsm.aspx>) (ITSM) community.

The event will be the 18th Annual IT Service Management Forum (itSMF) Conference and Exhibition, and will be held in the Hilton Birmingham Metropole (UK) from November 9-10.

Alan Calder, Chief Executive of IT Governance, says: "This event will help us prove again that we really are the one-stop shop for compliance expertise. We meet all the industry's publication needs for ITSM and the IT Infrastructure Library (ITIL). Not only are we a distributor for the major publishers, such as The Stationery Office (TSO), itSMF and Van Haren, but we are also a distributor for smaller, specialist publishers in this sector. As such, we are in a unique position to provide ITSM professionals with access to any title they need."

IT Governance will have a selection of key ITSM (<http://www.itgovernance.co.uk/itsm.aspx>) and ITIL (<http://www.itgovernance.co.uk/ITIL-books.aspx>) publications available at the event. Furthermore, anyone visiting the company's stand will be able to collect a special voucher for a limited-period discount on a number of ITSM titles.

IT Governance will be present on Stand K33 at the itSMF UK 2009 exhibition.

The theme of the event, which will include 60 seminars and interactive sessions, will be 'Optimising IT Services for Business Success'. More than 1,200 delegates from over 45 nations are expected to attend. For further information about itSMF UK 2009, please visit: www.itsmf.co.uk.

Notes to Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. The company is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. The company's customer base spans Europe, the Americas, the Middle East and Asia. More information is available at: www.itgovernance.co.uk.

###



Contact Information

MARC CORNELIUS

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Innovation Programme for UK's Creative Industries

An exciting new programme that will accelerate technology related innovation among the UK's creative industries has launched the first three of 14 projects that will tackle some of the big issues facing creative businesses and map out visions for success over the next five to seven years.

London (PRWeb UK) October 13, 2009 -- An ambitious programme of 14 projects that will help the UK's creative industries exploit new technology innovations and remain world leaders has been launched by the Creative Industries Knowledge Transfer Network (KTN).

Called Beacons for Innovation the programme will examine many of the key challenges and opportunities faced by the creative industries, including the future of digital content, how creative businesses can exploit data, business and investment challenges and the opportunities offered by global markets.

The Creative Industries KTN has been established by a consortium of leading universities and industry bodies to help accelerate innovation among the creative industries. The consortium is led by the University of the Arts London, along with Imperial College, The Royal Institute of British Architects (RIBA) and TIGA the trade association for games developers.

John Cass, director of the KTN said: "The UK's creative industries are world leaders and a great economic success story generating almost £70bn in revenues per annum. They are also great developers and harnessers of technologies. However, the global market place is becoming increasingly competitive and we need to ensure these businesses remain world-class."

John added: "We have to make sure that the work being carried out by the leading technology innovators, scientists and researchers in the UK flows through to creative businesses and we maximise the opportunities that will come from this."

The KTN identified the 14 projects, known as Beacon Projects that it will carry out over the next two years after speaking to leading figures from industry and academia across the UK. Full details have been published in the Beacons for Innovation report at www.creativeindustriestkn.org

The first three Beacon Projects have been launched and are examining how the future of digital content will be experienced and distributed and the role Knowledge Transfer will play in helping creative industries thrive.

The KTN website www.creativeindustriestkn.org will also provide a social networking platform for people to discuss the topics and exchange ideas. The KTN will stage a series of events around the UK to hear the views and opinions of people from creative businesses, research organisations, academia and funding groups. A survey examining the issues around the two digital content Beacons will be launched later this week and will also be available on the website.

Jeremy Davenport, deputy director of the KTN said: “ This is a unique opportunity to share great ideas with people who want to make things happen. We will be involving innovators from all sectors of the creative industries and from all over the country.”

He added: “Our work will look five to seven years in the future and each Beacon Project will produce a vision for that future that will help guide the strategy and direction of organisations.”

Membership of the KTN is free and open to anyone by visiting creativeindustriesktn.org.

Notes to editors: The Creative Industries KTN is part of the family of Knowledge Transfer Networks that are funded by the Technology Strategy Board to support business led innovation across the UK. It was established by a consortium led by the University of the Arts London, with Imperial College London, the Royal Institute of British Architects (RIBA) and TIGA the trade association for games developers.

The creative industries cover 13 sectors: Performing arts; arts and antiques, crafts, architecture, design, fashion, advertising, radio and TV, film and video, music, publishing, video games, software.

Creative Industries KTN: Our mission is to accelerate the evolution of the Creative Industries in the UK. We do this by building communities of interest and creating opportunities for innovators to meet, share ideas and find access to funding as support. We welcome innovators from all sectors of the Creative Industries.

Membership of the network is free; join at creativeindustriesktn.org where you can also read our Beacons for Innovation report.

Follow us on twitter @creativektn.

Read our blog at <http://creativeindustriesktn.org/blog/>

Contact:

Tony Henderson, PR Manager

Tel: 020 3384 2710

M: 07872005383

###

Contact Information

Tony Henderson

Creative Industries KTN

<http://creativeindustriesktn.org>

020 3384 2710

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



TheTutorPages.com Helps Jobless Consider a Career in Tutoring

The UK's premier tutor directory thetutorpages.com has launched a new Guide for anyone considering a career in private tutoring.

London, UK (PRWeb UK) 5 October 2009 -- The UK's premier tutor directory thetutorpages.com has launched a new Guide for anyone considering a career in private tutoring. Featured in The Times Educational Supplement Masterclass Series(1), the resource is available as a free download from The Tutor Pages website.

'Tutoring in the UK is a multi-million pound industry, but until now there's been little information available for would-be tutors,' said Henry Fagg, founder of thetutorpages.com. 'We wanted to break the silence on this topic and offer a comprehensive and impartial source of advice for anyone interested in tutoring as a career.'

Despite the credit crunch, private tuition is one sector of the economy where demand is rising steadily. As such, The Tutor Pages Guide is a timely development for those looking to rethink their career path. It tackles all the key issues surrounding private tutoring, including: who is eligible to become a private tutor in the UK, CRB checks and child protection, tax and insurance for self-employed teachers, sample contracts, self-promotion and effective one-to-one teaching.

According to Schoolzone(2), which commissions independent reviews of educational resources, The Tutor Pages Guide 'tells you all you need to know about how to set up and manage the business of tutoring'. It continues, 'If you are a tutor, or are thinking of becoming one, you should certainly read this!'

Isabella Nicholls, a private tutor registered with The Tutor Pages, confirmed that the Guide 'is excellent and gives very useful advice, especially if you are new to tutoring'.

People from a huge range of backgrounds become private tutors in the UK. The industry includes not only tutors in academic subjects, but also instrumental music teachers, language experts and IT professionals. Having a teaching qualification is useful, but not mandatory. Many tutors will instead establish credibility by emphasizing their qualifications and experience in relevant fields.

For more information, visit www.thetutorpages.com.

Notes for Editors

(1) Times Educational Supplement article, 'Tutoring: A partnership where lessons take flight' (<http://www.tes.co.uk/article.aspx?storycode=6022169>).

(2) Schoolzone webguide review at <http://www.schoolzone.co.uk/webguide/index.asp>

About The Tutor Pages



Founded in 2008, thetutorpages.com is a membership-only tutor directory with a difference: each tutor has submitted one or more articles on their expertise. This not only helps parents and students decide who to hire, but also makes the site informative and fascinating to browse.

###

Contact Information

Henry Fagg

The Tutor Pages Ltd

<http://www.thetutorpages.com/>

020 8248 2208

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Band Bookings: From the School Fair to the Hard Rock Cafe

The band booking system which transformed it's author from playing gigs at school fairs into a regular Hard Rock Café performer is now available as a hard copy in handy "Gig-Bag" size.

Manchester, UK (PRWEB) -- Author, weekend warrior and marketing consultant Gareth Bird is now making his manual about how to get gigs available to more semi-pro and amateur bands and solo artists.

The new hard copy version of Gig-Getter: How to Get More Gigs than You Can Play is now available at a special price for a limited period exclusively via online retailer Amazon from http://gig-getter.com/amazon_manual.htm

"There are Gig night tips in the manual for getting repeat bookings, testimonials from venue management and making sure you get paid. I've been asked a number of times about a hard copy version of Gig-Getter small enough to easily fit into gig-bags. Something for easy reference on the night or on the road when a band needs it" says Gareth Bird, author of Gig-Getter.

Gig-Getter has already helped bands and solo artists in more than 15 countries to find and book their own gigs without management, an agent or even a website.

Future Publishing's Total Guitar Magazine said of the Gig-Getter manual:

"Top gig-getting tips...you'll be playing more shows in no time"

Follow-up support is a major difference between Gig-Getter and it's competition. Additional tips and coaching is available from the Free monthly band bookings newsletter from the Gig-Getter website
[Http://www.gig-getter.com](http://www.gig-getter.com)

As one reviewer on Amazon says:

"What makes this product so great is the author being available for follow-up...."

Gareth Bird is well aware that increasing licensing restrictions on live music and the effects of the recession mean venues are closing on a daily basis. The result is many bands and solo artists are struggling to get gigs.

"The special price on Amazon coupled with the current exchange rate makes the hard copy version from Amazon a great investment for musicians ordering from anywhere in the world" adds Bird

For additional information on Gig-Getter contact Gareth Bird or visit <http://www.gig-getter.com>

About GBA Publishing:

GBA is a publisher of "How to" manuals and E-books for amateur and semi-pro musicians. Author & Director Gareth Bird is an active semi-pro musician who gigs regularly at venues like the Hard Rock Café. He has his own Sales & Marketing business advising a number of leading European companies and has written about how to Get Gigs for Future Publishing's Total Guitar, as well as Bass Guitar Magazine, Reverb and a number of online publications.

###



Contact Information

Gareth Bird

GBA Publishing

<http://www.gig-getter.com>

0044 1925757879

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Methodspace Community for Research Methods Now Has More Than 2000 Members

Less than six months after launch, Methodspace - the social network for the research methods community - has passed more than 2000 members.

Los Angeles, London, New Delhi, Singapore and Washington DC (PRWeb UK) August 14, 2009 -- Less than six months after launch, Methodspace - the social network for the research methods community - has passed more than 2000 members.

Launched in March by SAGE, the world's leading publisher in research methods, Methodspace facilitates online discussion about all aspects of research methodology. Registered users can participate in discussions about methodology issues and controversies; find out about relevant conferences and events; and discover and review new resources in methods, including free book chapters and journal articles.

The site has attracted an international community of professional and scholarly researchers from more than 100 countries and from a broad range of disciplines, including quantitative, qualitative and mixed research methods. Users represent PhD students; researchers; lecturers; medical professionals; teachers; and business professionals. The 2000th member on the site was Dr Jansev Jemal, Analytics Manager for professional research and consulting organisation, YouGov.

"I look forward to reading more on the website and using it as a way of keeping up to date with methodological discussion and debate," commented Dr. Jemal.

"The response to Methodspace shows exactly how research methods connects people from across geographic and subject boundaries," said Ziyad Marar, Deputy Managing Director and Publishing Director, SAGE. "Research Methods has been a core part of SAGE's publishing programme for over forty years with a collection of more than 1200 books, journals and reference works. We're delighted that Methodspace is providing a valued resource for this community."

Join the debate at www.methodspace.com.

SAGE is a leading international publisher of journals, books, and electronic media for academic, educational, and professional markets. Since 1965, SAGE has helped inform and educate a global community of scholars, practitioners, researchers, and students spanning a wide range of subject areas including business, humanities, social sciences, and science, technology, and medicine. An independent company, SAGE has principal offices in Los Angeles, London, New Delhi, Singapore and Washington DC. www.sagepublications.com

Contact:

Mithu Mukherjee

PR Manager

SAGE

+44(0)207 3242223



mithu.mukherjee (at) sagepub (dot) co (dot) uk

###



Contact Information

Mithu Mukherjee

SAGE

<http://www.sagepublications.com>

+44(0)20 7324 2223

Online Web 2.0 Version

You can read the online version of this press release [here](#).

PCI DSS is Gathering Momentum: Get Compliant or Risk Penalties from Card Brands

US-wide local compliance regulations to make American businesses comply with the Payment Card Industry's Data Security Standard (PCI DSS) are one step nearer with Nevada's landmark decision to pass such a law.

Allentown, PA (PRWEB) August 11, 2009 -- US-wide local compliance regulations to make American businesses comply with the Payment Card Industry's Data Security Standard (PCI DSS) are one step nearer with Nevada's landmark decision to pass such a law. The implications are clear for all merchants processing credit and charge cards in the US, warns independent e-commerce expert IT Governance (www.itgovernanceusa.com/), which has produced a special set of resources for American businesses worried about how to prepare for such a move.

Nevada lawmakers recently made it legally binding for all businesses accepting the Nevadan citizens' payment card to comply with PCI when collecting or transmitting payment card information. "This is a major step forward in terms of bringing this compliance regime onto a statutory footing, and we should expect to see the process gather pace and states across North America looking to mandate compliance with this industry standard," says IT Governance's CEO, Alan Calder.

To help smaller US businesses in particular meet this challenge quickly and cost-effectively, IT Governance is announcing an inexpensive compliance resource to greatly simplify and speed up the goal of ensuring compliance and protecting the business.

The package - the PCI Compliance and Support Contract for the Smaller Business (www.27001.com/pci-smaller-businesses.aspx) - brings together consultancy, training and scanning services together with extensive ex-Qualified Security Assessors resources, at a price that merchants gearing up for PCI DSS can afford, and with built-in discounts for longer-term contracts.

"PCI has moved from a contractual requirement to a statutory one in Nevada - and other states are likely to follow," explains Calder. "We are offering our successful and highly cost-effective PCI compliance service to the smaller merchant, who is a likely target for the fraudsters - which will help US vendors meet their compliance needs, as well as their year end deadlines."

Notes to Editors:

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for governance, risk management and compliance. It is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. Its customer base spans Europe, the Americas, the Middle East and Asia. More information is available at www.itgovernance.co.uk.

To view all the latest IT Governance news, click [here](#)



(www.itgovernance.co.uk/media/newscats.aspx?cat_id=2&title=Surveys%20&%20Press%20Releases).

Contact:

Marc Cornelius
IT Governance
+44 (0)20 7664 6310
www.itgovernanceusa.com

###



Contact Information

MARC CORNELIUS

IT Governance

<http://www.itgovernanceusa.com/>

+44 (0)20 7664 6310

Online Web 2.0 Version

You can read the online version of this press release [here](#).

AuthorHouse UK Introduces Two New Colour Paperback Publishing Packages

AuthorHouse UK, the leading provider of self publishing and marketing services for authors around the globe, has introduced two new Colour Paperback publishing packages.

Milton Keynes, UK (PRWeb UK) July 29, 2009 -- [AuthorHouse UK](#), the leading provider of [self publishing](#) and marketing services for authors around the globe, has introduced two new Colour Paperback publishing packages. The new publishing options offer authors who want [publish a book](#) in full colour, with AuthorHouse UK, more flexibility and a better range services.

"Full-colour books are popular with the reading public. We wanted to make it easier than ever for our authors to produce high-quality, professional quality colour books," said Tim Davies, AuthorHouse UK managing director.

- The new Basic Colour paperback publishing package which includes:
 - o Professional one-on-one support
 - o Custom full-colour cover
 - o ISBN assignment
 - o Online distribution and bookstore availability
 - o Custom interior design
 - o The insertion of up to 50 colour images

- The new Premium Colour paperback publishing package includes:
 - o All of the above services and features
 - o Personalised back cover
 - o Five free copies of the completed book

To start publishing your book today, log on to the new www.authorhouse.co.uk or call 0800 1974150.

About AuthorHouse UK

AuthorHouse UK; an [Author Solutions](#), Inc., author services brand; exists to help authors achieve success - by their own definition. The company was founded in the U.S. in 1997 by an aspiring author who recognised the need for a simple and effective self-publishing process. AuthorHouse UK provides premier book publishing and marketing services for authors, and is committed to providing the highest level of customer service available in publishing. Each of our authors is assigned a personal adviser who will guide them through each step of the publishing process.

###



Contact Information

Daniel Cooke

AuthorHouse UK

<http://www.authorhouse.co.uk>

0800 1974150

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



AuthorHouse UK Unveils News Paperback & Hardback Publishing Packages

AuthorHouse UK, the leading provider of self publishing and marketing services for authors around the globe, has unveiled new paperback and hardcover publishing packages.

Milton Keynes, UK (PRWeb UK) July 23, 2009 -- [AuthorHouse UK](#), the leading provider of [self publishing](#) and marketing services for authors around the globe, has unveiled new paperback and hardcover publishing packages. These new offerings make it easier for any author to [publish a book](#) with AuthorHouse UK.

"By adding new paperback and hardback publishing options, we are providing our authors with increased flexibility - which is the primary attraction of self publishing. The offerings allow authors of all genres to publish their books quickly and professionally" said Tim Davies, AuthorHouse UK managing director.

- The new Basic Paperback publishing package includes:
 - o Professional one-on-one support
 - o Custom full-colour cover
 - o ISBN assignment
 - o Online distribution
 - o Custom interior design
 - o More services

- The new Premium Hardback publishing package includes:
 - o All of the services and features included in the Basic Paperback publishing package
 - o Personalised back cover
 - o Five free hardcover copies of the completed book

To start publishing your book today, log on to the new www.authorhouse.co.uk or call 0800 1974150.

About AuthorHouse UK

AuthorHouse UK; an author services brand of [Author Solutions](#), Inc; exists to help authors achieve success - by their own definition. The company was founded in the U.S. in 1997 by an aspiring author who recognised the need for a simple and effective self-publishing process. AuthorHouse UK provides premier book publishing and marketing services for authors, and is committed to providing the highest level of customer service available in publishing. Each of our authors is assigned a personal adviser who will guide them through each step of the publishing process.

###



Contact Information

Daniel Cooke

AuthorHouse UK

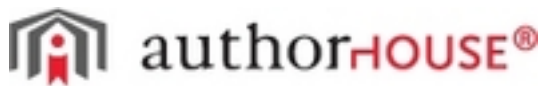
<http://www.authorhouse.co.uk>

0800 1974150

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Blackwell Launches Online eBook Store

Blackwell to launch eBooks and to sell eBook reader instore.

Oxford, UK (PRWEB) July 23, 2009 -- Blackwell has announced the launch of its new online eBook store. The store will open with over 45,000 titles available for customers to download directly to their eBook reader or to view on their computer.

The new store has meant the creation of a partnership between Blackwell and Gardners in the UK. This involves the utilisation of the Gardner digital warehouse to ensure the file formats available cover all major eBook readers currently available including Adobe pdf & epub versions.

Jessica Armishaw Head of Online for Blackwell said "We're excited to be able to offer our customers the ability to buy eBooks from blackwell.co.uk. Academic publishers have been quick to embrace this new technology and as such the number of academic titles available for customers is impressive and perfectly compliments our instore and online offer. While the number of trade titles is growing daily we expect our eBooks sales to grow significantly over the coming months."

Bob Jackson, commercial director at Gardners said, "We're pleased to be working with Blackwell.co.uk and their team. With 45,000 titles available today and UK publishers increasingly creating digital books alongside their physical books the range of books available will grow considerably and quickly."

Blackwell are also delighted to be launching a partnership with Endless Ideas of the Netherlands and their BeBook eBook reader. Blackwell will be launching the BeBook1 for sale in the UK at the beginning of August.

Kamiel Keeris Managing Director for Bebook said, "BeBook is very proud to welcome Blackwell as one of the partners for the UK. Today Blackwell UK is the leading academic bookshop (<http://bookshop.blackwell.co.uk/jsp/welcome.jsp>) in the UK and has over 45 outlets across England, Scotland and Wales. Its staff continue to be renowned for their expertise, depth of knowledge and love of books. The presence of Bebook ereaders in the Blackwell stores offers exceptional visibility to the Bebook throughout the UK and marks a significant first step in the presence of the product on the consumer mass market."

About Blackwell Ltd:

Blackwell is the leading academic bookseller in the UK with 44 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on High Streets and in university campuses up and down the country. Blackwell is also a leading supplier of academic books to Libraries across the world.

In 1995, www.blackwell.co.uk became the first transactional online bookstore in the UK. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards and also The Bookseller - Bookselling chain of the year and Retail chain of the year 2007.



Renowned specialist in medical books (<http://bookshop.blackwell.co.uk/jsp/bisac/-14586/MED/Medical>), law books (<http://bookshop.blackwell.co.uk/jsp/bisac/-14357/LAW/Law>), business books (http://bookshop.blackwell.co.uk/jsp/bisac/-12388/BUS/Business__Economics) and science books (<http://bookshop.blackwell.co.uk/jsp/bisac/-15539/SCI/Science>), Blackwell has now been trading for over 130 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

For further information about this release please contact:

Jessica Armishaw
Blackwell Ltd
Beaver House
Hythe Bridge St
Oxford
OX1 2ET
01865 333121
bookshop.blackwell.co.uk

###

Contact Information

Jessica Armishaw

Blackwell Ltd

<http://bookshop.blackwell.co.uk/>

01865 333121

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Publisher Announces Long-term Support for Oracle Technologies

Packt Publishing has today unveiled ambitious plans to improve its support for Oracle documentation by announcing a long-term commitment to publishing in the area.

Birmingham, UK (PRWEB) July 20, 2009 -- Packt Publishing has today unveiled ambitious plans to improve its support for Oracle documentation by announcing a long-term commitment to publishing in the area.

Professional documentation is regarded as an essential element to the growth and success of any technology and despite Oracle's size and success, it is no different. Support from books, tutorials, and case studies can speed up adoption rates and cement long-term success.

Since 2006, Packt has developed and published a wide range of Oracle focussed books, including those on Oracle Modernization, BPEL, and ODP.NET. In doing so, Packt has established itself as one of the key publishers on Oracle technologies.

During 2009, Packt will publish more than a dozen additional titles. Since the turn of the year the company has released titles on Oracle Essbase, Oracle Utilities and Oracle VM Manager amongst others. James Lumsden, Packt's Publisher, said: "Oracle titles represent a cornerstone of Packt's Enterprise thinking. We understand the value, significance, and effectiveness of Oracle technologies, and aim to publish books that cover the full range of products." He went on to explain that "from the Database to Applications, from Middleware to 'Industry specific offerings, Packt is looking to become the first port of call for book buying Oracle professionals."

Since February, Packt has published half a dozen titles in both hardcopy and eBook format. These titles include [Oracle's Hyperion Essbase 9: Implementation Guide](#) by Sarma Anantapantula & Joseph Sydney Gomez. This book is a complete step-by-step guide covering timeless Essbase fundamentals, providing an immediate understanding of multidimensional database technology.

[Oracle 10g/11g Data and Database Management Utilities](#) by Hector R. Madrid, which allows readers to master twelve must-use utilities to optimize the efficiency, management, and performance of your daily database tasks.

[Mastering Oracle Scheduler in Oracle 11g Databases](#) by Ronald Rood, which is a practical guide for Database Administrators and Developers in setting up enterprise class job scheduling.

Further Oracle books from Packt include Oracle VM Manager 2.1.2 by Tarry Singh, a book which teaches users to manage a Flexible and Elastic Data Center with Oracle VM Manager. Processing XML documents with Oracle JDeveloper 11g by Deepak Vohra, which is designed to get users to create, validate, and transform XML documents with Oracle's IDE and also Oracle SOA Suite Developer's Guide by Matt Wright & Antony Reynolds. This book is focused on teaching users to design and build Service-Oriented Architecture Solutions with the Oracle SOA Suite 10gR3.

Later this year, Packt shall be publishing further titles, which will include: Getting Started With Oracle SOA Suite 11g R1, which is a hands-on tutorial written by Heidi Buelow, Manas Deb, Jayaram Kasi, Demed L'Her, & Prasen Palvankar. Oracle SQL Developer 2.1 by Sue Harper

Oracle Warehouse Builder 11g: Getting Started by Robert Griesemer and Create Internet-scale applications using Oracle's high-performance data grid Oracle Coherence 3.5 by Aleksandar Seovic & Robert Varga

The full list of Packt's published and announced Oracle titles can be found here:

www.PacktPub.com/oracle-books.

Packt is currently looking for budding authors. If writing is something that appeals to you, please drop the company an email (author@packtpub.com) and one of their experienced Acquisition Editors will be able to help advise what publishing opportunities exist, and how Packt can turn your book idea into a reality. In turn, you might want to take a look at their Author Website which explains more about the company, its existing authors, and how they develop books. The site is at: <http://authors.packtpub.com>.

###

Contact Information**DAMIAN CARVILL**

Packt Publishing

<http://www.PacktPub.com>

+44 121 683 1170

Online Web 2.0 VersionYou can read the online version of this press release [here](#).**News Image**

Get to #1 on Google in Easy Steps 2nd Edition by Ben Norman is Published

Search engine marketing specialist Ben Norman releases the long-awaited second edition of his book Get to #1 on Google in Easy Steps. Featuring extensive revisions to reflect the very latest industry updates, this publication will look to build upon the major success of its predecessor.

Southampton, Hampshire (PRWeb UK) July 14, 2009 -- Following on from the huge success of the first edition of Getting Noticed on Google in Easy Steps, author Ben Norman has penned and published a brand new revision to reflect the most up-to-the-minute techniques, [Get to #1 on Google in Easy Steps](#). Ben, a highly accredited search marketing specialist, has once again provided a key insight into how any website owner can boost their online visibility in an easy step-by-step format.

The Internet is a fast-paced marketplace. To get a site to the top of the world's leading search engine, Google, takes a concerted and continual effort. All website owners have the desire to reach the number one position, but many still lack the resources or knowledge to do so. With the release of Get to #1 on Google in Easy Steps, Ben Norman has simplified the whole process; giving the reader clear and concise guidance on optimising their website to its maximum potential.

Due to the critical and commercial success of the first book, this revision doesn't deviate too far from the original format. Unsurprisingly though, the world of Internet Marketing has moved on a great deal since the first edition emerged in 2007. But no doubt Ben Norman's expert advice will be just as gratefully received with Get to #1 on Google in Easy Steps as it was with the book's predecessor two years ago.

When asked about the release of his new title, author Ben Norman said "I'm delighted to have had this new and improved second edition published. After the success of Getting Noticed on Google in Easy Steps I always knew that a revision would be necessary. With the major changes in search engine optimisation during the past couple of years, the time is right to update things."

He continued "As a professional search engine optimisation specialist and Managing Director of search engine marketing company [Impact Media](#), I'm used to helping clients get to the top of Google. With this new book I can pass on some of that knowledge and help people to get their own sites climbing all the way to the top of the search engine rankings. It's simple to use and contains the latest techniques, so I'm confident that readers will gain a huge amount by following its simple step-by-step instructions."

Get to #1 on Google in Easy Steps by Ben Norman was released on June 30th 2009 and is available to buy on general release today. The book is published by leading computer books publisher In Easy Steps.

Ben Norman

Ben Norman is a leading UK SEO specialist. In his role as Managing Director of Search Marketing Company Impact Media, he works closely with clients to achieve extraordinary results on Google. Ben founded Impact Media in 2006 and has since been working to expand the Southampton-based business, whilst also continuing his own specialist SEO consultancies. He is also the author of two books, Getting Noticed on Google in Easy Steps

(2007) and Get to #1 on Google in Easy Steps (2009).

###



Contact Information

Adrian Bold

Impact Media

<http://www.impactmedia.co.uk/>

0845 4531234

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Read All About It!

Two million online digitised pages of 19th century newspaper, take researchers back to the future

(PRWeb UK) June 18, 2009 -- Available for the first time at <http://newspapers.bl.uk/blcs>, The British Library, in partnership with JISC (Joint Information Systems Committee) and Gale, part of Cengage Learning, has today launched the public version of its 19th century British Library Newspaper website.

Bathing machines, children as young as nine smoking and drinking, Vesta Tilley - London's very own Pop Idol, the banking collapse of 1878 and zero percent income tax are just a few of the fascinating items researchers can now look at online.

For the first time ever, users regardless of their location will be able to explore over two million pages of newspaper from 49 national and regional UK titles at the click of a button. With enhanced search capabilities and new imaging techniques, serious and amateur researchers now have access to vivid newspaper reports previously only available via hard copy in Reading Rooms.

Chosen by leading experts and academics to present a cross section of 19th century society, the website offers its users highly illustrated materials on topics as diverse as business and sport, politics and entertainment. The collection focuses on national newspapers such as the Daily News, English regional papers, for example the Manchester Times, home country newspapers from Scotland, Northern Ireland and Wales, weekly titles such as Penny Illustrated Paper and Graphic and specialist titles such that covered Victorian radicalism and Chartism such as Charter.

Users are now able to read first-hand factual reporting of the Battle of Trafalgar in the Examiner and the gory details of the Whitechapel murders in the melodramatic Illustrated Police News. Alternatively, researchers can access reports directly at their desktops on the first FA Cup final between Wanderers and Royal Engineers at the Kenington Oval in 1872 or the first England-Australia Test match in 1877. Some of the most famous authors of the 19th century are also represented, including Dickens and Thackeray.

Searches of the site are free and downloads of full-text articles are available by purchasing either a 24-hour or seven-day pass. Users can buy a 24-hour pass (up to 100 downloads) for £6.99 or a seven-day pass (up to 200 downloads) for £9.99. Access to The Graphic and The Penny Illustrated Paper is free.

Simon Bell, the British Library's Head of Product Development, said: "There's a huge appetite for wider online access to this kind of resource, which is already well-used by Readers at the British Library and by people in Higher and Further Education. The new pay-as-you-go service will enable users across the UK who don't wish to travel to our Reading Rooms in London or Yorkshire to delve into this unrivalled online resource."

Simon Fowler, Editor, Ancestors Magazine, said: "This new service really does open up a major new resource for family historians. Realistically for the first time it is possible to use newspapers to complement other records to

build up a rounder portrait of our ancestors, with information that would not be possible to obtain elsewhere."

Alastair Dunning, Digitisation Programme Manager at JISC added: "This is one of many JISC-funded projects which will open up valuable slices of history to new audiences using online channels. The British Library site means genealogists, academics and the public alike now have easy access to a realm of fascinating information - which is core to our ethos of backing innovative uses of technology."

Jim Draper, Vice President and Publisher at Gale said, "This service fulfills a vision of making these fascinating historical records available to the widest possible audience. Now researchers the world over - historians, genealogists, and the merely curious - can discover the nineteenth century in exciting new ways."

For further information, images, feature ideas, VNR or review access to the website please contact:

British Library Press Office:

Miki Lentin:

T: +44 (0)20 7412 7112

Jacob Lant:

T: +44 (0)20 7412 7105

Flagship Consulting (JISC):

Kiren Pooni:

T: +44 (0)20 7886 8442

Notes for Editors:

1. The British Library is the national library of the United Kingdom. It provides world class information services to the academic, business, research and scientific communities and offers unparalleled access to the world's largest and most comprehensive research collection. The British Library's collections include 150 million items from every era of written human history beginning with Chinese oracle bones dating from 300 BC, right up to the latest e-journals. Further information and a full list of the newspapers titles and publications can be found at <http://newspapers.bl.uk/blcs/>

2. JISC - the Joint Information Systems Committee - is responsible for supporting the innovative use of information and communication technology (ICT) to support learning, teaching, and research. It is best known for providing the JANET network, a range of support, content and advisory services, and a portfolio of high-quality resources. Information about JISC, its services and programmes can be found at www.jisc.ac.uk/

3. Gale, part of Cengage Learning, is a world leader in e-reference and educational publishing for libraries, schools and businesses. Gale's Digital Collections, which include Eighteenth Century Collections Online, The Times Digital Archive and The Making of the Modern World, have set the standards for large-scale, fully text-searchable archival databases. Gale provides a technical solution enabling colleges, universities, reference centres, government agencies, corporations and professionals to access this wealth of popular and professional reading materials online.

4. Gale's digital archives now include almost 85 million pages of primary source material in over 10 languages, dating from 1450 to 2003. Gale's products are sold and supported worldwide.

###



Contact Information

Miki Lentin

British Library

<http://newspapers.bl.uk/blcs>

44-0-20-7412-7112

Online Web 2.0 Version

You can read the online version of this press release [here](#).

IT Governance Goes Espresso

Information security consultants IT Governance today announce they are making a major commitment to the publishing on-demand model, in a move designed to make its information and IT security resources instantly available to its global audience on an 'as needed' basis.

Ely, England (PRWEB) June 17, 2009 -- Information security consultants IT Governance (<http://www.itgovernance.co.uk/>) today announce they are making a major commitment to the publishing on-demand model, in a move designed to make its information and IT security resources instantly available to its global audience on an 'as needed' basis.

The company's publishing arm has entered a new partnership with on-demand publishing leaders Lightning Source™ to use The Espresso Book Machine® which provides easy-to-use facilities that enable consumers to eliminate any frustrations associated with a title they need being out-of-stock, out-of-print, or delayed by delivery.

Effectively an 'ATM for books', the service offers any IT professional or SME business leader who needs instant access to any of IT Governance's unique book portfolio on issues ranging from Green IT to ISO 27001 a means to order a title that can be printed, bound, and trimmed on-demand at point of sale. This results in perfectly-bound library-quality paperback books with full-colour covers (indistinguishable from most books on a bookstore shelf) in minutes.

The Espresso Book Machine®, a Time Magazine "Best Invention of 2007," makes it possible to distribute books as easily, quickly, and cheaply as e-mail. IT Governance is making all its current book titles on Governance, Risk Management and Compliance topics available via The Espresso Book Machine®, and all new publications, including the IT soft skills series, going forward.

"We are committed to making our titles as easily available as possible for our customers," explains Alan Calder, Chief Executive of IT Governance. "Effective IT governance does, after all, depend on availability, authenticity and integrity of information. Company leaders will appreciate the flexibility and cost-effectiveness of being able to access the resources they need, how and when they want them.

"We're very supportive of the entire e-Book industry and, as our readers tend to be amongst the more technologically aware, we're determinedly making our entire back list and all future publications available through as many electronic and new channels as possible," he adds.

The company already offers all its books in electronic format and 50% of sales are in e-Book format.

The Espresso Book Machine® - new to the UK but well-established in the US, Canada and Australia - was launched in the Charing Cross Road branch of Blackwell's bookshop in April. Blackwell's hopes to roll it out across its 60-store network, with its flagship Oxford branch likely to be an early recipient, as well as a host of other smaller, campus-based shops.

NOTES TO EDITORS

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for Governance, Risk Management and Compliance. It is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. Its customer base spans Europe, the Americas, the Middle East and Asia. More information is available at www.itgovernance.co.uk.

To view all the latest IT Governance news, visit
(http://www.itgovernance.co.uk/media/newscats.aspx?cat_id=2&title=Surveys%20&%20Press%20Releases).

###

Contact Information**MARC CORNELIUS**

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 VersionYou can read the online version of this press release [here](#).

King Solomon Spiritual Library Announces New Titles

New titles reflect richness and diversity of library, dedicated to presenting the wisdom of God in contemporary life.

London (PRWEB) June 9, 2009 -- King Solomon Spiritual Library presents new publications available to the general reader. Each book is a primer in collected wisdom and is vital reader for anyone looking to delve deeper into the very mind and heart of THE FATHER GOD. All the books come from the fertile pen of HRM King Solomon David Jesse ETE.

In the first book, The Spiritual General Manual or the Book of Life, ETE presents a general blueprint for getting the most out of life. He refers to this title as a life Fire Extinguisher, helping people live well by overcoming the little problems that threaten to become big flare-ups.

“Whatever you do, stop and get this book now,” said ETE. “It's an amazing and wonderful 351 pages print book that shows you the real positive way of general life in regards to, how to speak, how to live with all human beings like you, how to do things that pleases your creator and a fellow human being and gives your inner being joy, hope, happiness and perfect peace.”

The Spiritual General Manual is available as a hardcover for £26.63 and a paperback for £23.70 from <http://www.kssllibrary.com/Default.aspx?pageId=289252>

Information: Report and Reporters aims to continue the classic preaching of King Solomon from Bible books like Ecclesiastes, Song of Solomon and Proverbs, inspiring hearers just as the original words have for generations.

“Every good thought brings good words. Every good word brings good hearing. Every good hearing brings good practice. So think well, speak well so that the people hear well and then they can do well. With thinking well, speaking well and hearing well doing well will be possible on earth,” said ETE. Information is available for £17.95 from Lulu <http://www.kssllibrary.com/Default.aspx?pageId=289252>.

Finally in The Great Universal Change, ETE delves into the deep changes in the human experience as people draw more closely to God. The Change brings about a profound reexamination of the individuals' way of life and perception of their place in the world.

“I want to inform the entire universe that they should watch and see what is going on in the whole universe from now on,” ETE said.

The Great Universal Change is available <http://www.kssllibrary.com/Default.aspx?pageId=289252> as part of the FATHER'S TALK (GOD PRESENT) series. Subscribe to 'Father's Talk (God Present)' for as little as £250/year and receive a new book each month. For information on the subscription options, visit <http://www.kssllibrary.com/Default.aspx?pageId=289252>

For more information about HRM King Solomon David Jesse ETE and his many written works, please write to:



KING SOLOMON SPIRITUAL LIBRARY, P O BOX27394, LONDON , E12 6WW UNITED KINGDOM or
visit the Ksslibrary Bookshop at <http://www.ksslibrary.com/Default.aspx?pageId=289252>

Media Contact Name
Rev. Solomon Eteah

King Solomon Spiritual Library
P O Box27394
London
E12 6WW United Kingdom
Tel. 44 + 07950697680

###



Contact Information

Solomon Eteah

King Solomon Spiritual Library

<http://www.ksslibrary.com>

44 + 07950697680

Online Web 2.0 Version

You can read the online version of this press release [here](#).

Take an Alcoholic, Felonious Trip Around the World with a Lost Literary Treasure

Dissident Books this summer reveals a lost literary treasure: 'Don't Call Me a Crook! A Scotsman's Tale of World Travel, Whisky, and Crime.' Originally published in 1935, 'Don't Call Me a Crook!' is a noir memoir of a lawless youth that will be crowned a classic. The new edition includes an afterword by author James Kelman, winner of the 1994 Man Booker Prize and shortlisted for this year's Man Booker International Prize.

New York, New York (PRWEB) June 2, 2009 -- Dissident Books this summer invites readers to take a felonious and alcoholic trip around the world with ['Don't Call Me a Crook! A Scotsman's Tale of World Travel, Whisky, and Crime'](#) by Bob Moore. 'Don't Call Me a Crook!' is an overlooked gem of drunken, globetrotting true-crime. Told in sparse and saucy language, it's a tribute to one man's triumph over marriage, morals, and sobriety. The new edition of 'Don't Call Me a Crook!' includes an insightful afterword by author [James Kelman](#), winner of the 1994 Man Booker Prize and shortlisted for this year's Man Booker International Prize.

The 1920s didn't roar for author Bob Moore: they exploded. Sailing around the world seven times as a marine engineer (among other, less honorable, vocations), the spunky Glaswegian was in the thick of high-society orgies, ship disasters, and pitched battles with bandits on the Yangtze. Cheeky, charming, and larcenous, Moore 'swiped' whatever he wanted, drank like a fish, and always kept one step ahead of the cops, Prohibition, and the women he conned. Clearly, he loved life.

To date, only five holders of the original edition have been identified. Just a few seem to have known of the book. Dissident Books fortuitously stumbled upon it at the New York Public Library.

'Don't Call Me a Crook!' hits bookstores as [Scotland celebrates](#) the 250th anniversary the birth of its greatest poet, Robert Burns. Moore no doubt would approve. Whether Burns would approve of Moore is another matter.

There's an intriguing story behind 'Don't Call Me a Crook!' It's uncertain who Bob Moore was and what became of him after the publication of his autobiography. A woman in Essex, England, reports she's his granddaughter and that Moore's son -- her father -- is still alive.

The new edition also includes an introduction and footnotes by [Dissident Books](#) editor Nicholas Towasser.

Advance Praise for ['Don't Call Me a Crook!'](#):

"Self-confessed thief, liar, and gunrunner, Moore is above all things an extraordinary tale-teller with enough ammunition to provide a book brimming with life from a bygone age."

--Nicholas Griffin, author of 'Dizzy City' and 'The Requiem Shark'

"It's hard to imagine anybody who could read the first paragraph, much less the first page, of 'Don't Call Me a

Crook' and not want to read right on to the end. Bob Moore knows how to get your attention."
--Bill Crider, author of the Sheriff Dan Rhodes series

"Moore's book is one of relatively few accounts looking at the Roaring Twenties from the point of view of a Scot who was, if hardly at the bottom of the social order, at least not born with a silver spoon in his gob."
--The Scotsman (Edinburgh)

"There's no denying the verve and momentum of Moore's storytelling . . . Bob Moore isn't one to be admired, but he likely wouldn't have known what to do with admiration, what with the next port of call on the horizon."
--Sarah Weinman (Confessions of an Idiosyncratic Mind blog)

'Don't Call Me a Crook!' appeals to readers interested in:

- *True crime, hardboiled fiction, and noir
- *Scotland and Scots
- *Ships and sea literature
- *World travel
- *Booze writing (e.g., Charles Bukowski)

After nearly three-quarters of a century of hibernation, 'Don't Call Me a Crook!' is a book whose time has come. We predict it'll be celebrated as a masterpiece of autobiography, travel literature, and inebriated true crime.

Bob Moore is a mystery...literately. What became of him after the original publication of 'Don't Call Me a Crook!' is uncertain.

[James Kelman](#) won the Booker Prize in 1994 for 'How late it was, how late.' His latest novel, 'Kieron Smith, boy,' was released in 2008. He has been shortlisted for the Man Booker International Prize 2009.

Nicholas Towasser is editor and publisher of [Dissident Books](#).

For more information and review copies of 'Don't Call Me a Crook! A Scotsman's Tale of World Travel, Whisky, and Crime' please contact Nicholas Towasser at (646) 422-3100 or visit www.dissidentbooks.com

TITLE: 'Don't Call Me a Crook! A Scotsman's Tale of World Travel, Whisky, and Crime'

ISBN-13: 978-0-9773788-0-7

PRICE: \$14.95 U.S. / \$16.95 CAN / £12.50 U.K.

FORMAT: Trade Paperback

TRIM SIZE: 5 ½ x 8 ¼ inches



NORTH AMERICAN DISTRIBUTION: Midpoint Trade Books, Baker & Taylor, and Ingram

U.K. AND EUROPEAN DISTRIBUTION: Gazelle Book Services

Dissident Books, Ltd. is an independent book publisher committed to releasing works that challenge, provoke, and shock.

Contact:

Nicholas Towasser

Editor and Publisher

Dissident Books, Ltd.

(646) 422-3100

<http://www.dissidentbooks.com/>

###



Contact Information

Nicholas Towasser

Dissident Books, Ltd.

<http://www.dissidentbooks.com>

(646) 422-3100

Online Web 2.0 Version

You can read the online version of this press release [here](#).

"Help When You Need It", Says Leading Online Counselling Website As It Releases Book on Key to Dating and Relationship Success

As a further step to consolidate its position as the leading online counselling provider, Myeexpert (Myeexpert.com), is releasing a key relationship book to help families, existing and dating partners stem the rising tide of marriage and relationship failures.

London, UK (PRWEB) June 1, 2009 -- Aptly titled, "Relationship: What You Should Know and Do Before You Enter into One ...And After", the director and founder of the business, Dr Joel Akande, confirmed that the book is due for release on 27 July 2009. The dating / relationship 352-page book, according to the author, is published under the Strategic Insight Publishing label.

"Why are relationships failing or succeeding?" he was asked by reporters. In response Dr Akande who combined training in reproductive health with law as well as years of experience in mental health, quipped: "Poor foundation and hastiness in entering the relationship, absence of trust, lack of desire for companionship and a relationship that is laid on inappropriate reason amongst others are some of the causes of failure."

In what he referred to, while addressing newsmen in London UK, as a new way of dealing with relationship failure, he said, "the most important approach is preventive measures."

By this he meant that the book make it possible for individuals who are going into relationships, the tools to measure the other person effectively as well as providing a panoramic view of the relationship before any commitment is made. The aim of the book, Dr. Akande, said, "is to help existing marriages, families as well as dating individuals to assess the areas of weakness in their association and to use the tools in the book to help them strengthen their relationship."

"Your success in life as individuals or businesses is a reflection of the relationship that you keep and the one that you don't", he cautioned.

Myeexpert is a unit of Strategic Insight Solutions Ltd that provides business consultancy, counselling, books and articles publishing, medical advice, medical procurement, legal research and online advisory and crisis support for individuals and families.

If you would like more information or to schedule an interview with Dr. Joel Akande., please contact Joel through P.O Box 56417, London SE3 8XY, Tel: (44) 2088568513. Website: <http://www.myeexpert.com> Email: via <http://www.myeexpert.com>

###

Contact Information

Dr. Joel Akande

Strategic Insight Solutions Ltd

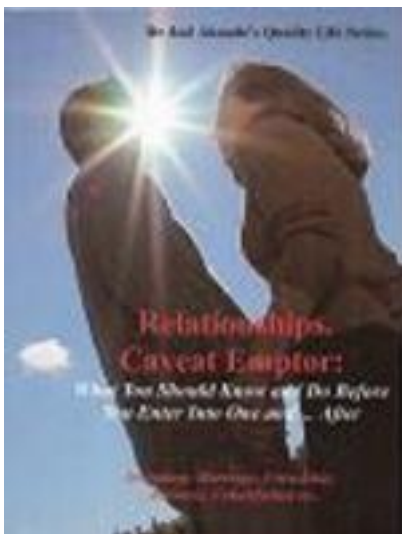
<http://www.myeexpert.com>

(44) 02088568513

Online Web 2.0 Version

You can read the online version of this press release [here](#).

News Image



Learn How to Meet and Master the Data Governance Challenge

In response to the growing need for better guidance on working with critical data, IT Governance Publishing has launched a new book that sets out the best strategies and tactics around managing a data governance initiative and helps meet both the Board and senior management's needs on how best to work with sensitive information.

Ely, England (PRWEB) May 17, 2009 -- IT Governance Publishing, the publishing arm of leading independent information security consultants IT Governance (<http://www.itgovernance.co.uk/>), has launched a new practical guide around the best way for organisations to manage what's increasingly their real 'life blood' - their data.

In today's Information Age, all organisations depend on data, increasingly one of their most valuable assets for generating the most accurate picture of the business. But mishandled data - data not made available to those who need it, corrupt or inaccurate, and so on - all signify forms of data that can cause serious harm to the organisation. And meanwhile, there is a growing range of data-related compliance legislation from the Data Protection Act to Freedom of Information which organisations must follow. Clearly, poor management of data could be crippling.

In response to this growing need for better guidance on working with critical data, IT Governance Publishing's 'The Data Governance Imperative' (<http://www.itgovernance.co.uk/products/2445>) sets out the best strategies and tactics around managing a data governance initiative and will help meet both the Board and senior management's needs on how best to work with sensitive information.

The author of this landmark guide is industry expert, Steve Sarsfield, who works for a major enterprise software company and who is also a leading expert in data quality and data governance. Steve's study focuses 100% on the business perspectives so important to data champions, front-office employees, and executives.

Steve also runs an award-winning and world-recognised blog called the Data Governance and Data Quality Insider (<http://data-governance.blogspot.com/>), which has gained a huge following because of its constant stream of highly practical advice on the topic.

"The reasons for changing the way in which organisations manage information compliance are compelling," warns Alan Calder, Chief Executive of IT Governance. "This book is an ideal starting point for senior executives working to understand and meet their organisation's specific and pressing governance needs."

The Data Governance Imperative is priced at £39.95/\$59.09/€42.25 (ISBN 9781849280129) and can be ordered at <http://www.itgovernance.co.uk/products/2445>.

The book is also available in downloadable format at <http://www.itgovernance.co.uk/products/2446> for £39.95/\$59.09/€42.25

Notes to Editor

Alan Calder is a leading author on information security and IT governance issues, and is Chief Executive of IT

Governance Limited. He is an international authority on ISO27001 (formerly BS7799), the international security standard, about which he wrote with colleague Steve Watkins the definitive compliance guide, 'IT Governance: A Manager's Guide to Data Security and BS7799/ISO17799'. This work, now in its fourth edition, is based on his experience of leading the world's first successful implementation of BS7799 and is the basis for the UK Open University's postgraduate course on information security.

IT Governance Ltd is the one-stop shop for books, tools, training and consultancy for Governance, Risk Management and Compliance. It is a leading authority on data security and IT governance for business and the public sector. IT Governance is 'non-geek', approaching IT issues from a non-technology background and talking to management in its own language. Its customer base spans Europe, the Americas, the Middle East and Asia.

###



Contact Information

MARC CORNELIUS

IT Governance

<http://www.itgovernance.co.uk/>

+44 (0)20 7664 6310

Online Web 2.0 Version

You can read the online version of this press release [here](#).

"Your First 100 Million" by Daniel S. Pena, Sr.

Today Daniel S Pena, SR, has released his second addition of his outstanding definitive step by step guideline "how to with no money" fulfill your dream in building a business worth many millions in a "down market!" Leap into "Your First 100 Million" with Dan Pena (www.danpena.com).

(PRWEB) May 12, 2009 -- Today Daniel S Pena, SR, has released his second addition of his outstanding definitive step by step guideline "how to with no money" fulfill your dream in building a business worth many millions in a "down market!"

www.danpena.com

Leap into "Your First 100 Million" with Dan Pena. Get first-hand info on how to get rich from the expert who did it from scratch!

Tired of crappy, low-paying, 72-hour week job and having to deal with demanding, demeaning bosses? Keep "your" own hours, be "your" own boss.

Business tycoon Daniel S. Peña, Chairman and Founder of The Guthrie Group and Great Western Resources, Inc. (GWRI), has lead global and regional companies and institutions down the path of success. He notably grew GWRI to a whopping \$450,000,000 with a capital of only \$820 at the height of the collapse of the energy industry in the mere period of eight short years. With an interminable list of credentials tucked under his belt, there's nobody like Peña to show inexperienced entrepreneurs the ropes and give new insight to already successful businessmen. In 1999, the performance coach, upon demand from his clients, published "Your First 100 Million" illustrating the step by step QLA Strategies and Methodologies as a supplement to the innumerable noteworthy workshops and seminars- that thousands of entrepreneurs have benefited from.

In May 2009, Guthrie Castle Ltd., published Peña's second edition of "Your First 100 Million", an updated version of the original that helped launch the careers of millionaires all over the world. Perceived as a mentor to many, the book is Peña's way of nurturing start-up entrepreneurs in quest to pursuit dream of making it big. It is a path for anyone with no money, but real desire to achieve a dream to accomplish the impossible!

"Your First 100 Million-Second Edition" is also an extension of Peña's popular seminars and is revised to fit the changes that have happened in the economic and business communities since the first edition came out. Straightforward and candid, Peña gives readers an inside look into the real dealings of corporate businesses and how a start-up entrepreneur needs to think, feel, train and prepare in order to make the first "Quantum Leap," in life and business.

Peña's opening sentence immediately promises wealth - in quantities so large that "you can't count it - you've got to weigh it" and veers away from the typical "get rich" schemes offered by typical entrepreneurial self-help books. His work doesn't sensationalize, and instead, focuses on the not-so-simple, sometimes harsh, truth. His anecdotes on getting rich, and most importantly, losing money awaken his readers to the realities of making it big and

staying big. It is the perfect guide to serious players - from aspiring businessmen, small to medium-scale entrepreneurs and seasoned veterans.

Get rich the real way! Grab a copy of "Your First 100 Million-Second Edition", now available in bookstores nationwide. It is the definitive "how to" book written for the person who only requires real desire!

###



Contact Information

Thelma Garcia

Guthrie Castle

<http://www.danpena.com>

+632 7570756

Online Web 2.0 Version

You can read the online version of this press release [here](#).