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FBA/ABF NEWS/SWEN

BY CYNTHIA KIRK

William Safire's "On Language" column praised The Dictionary of Computing and Digital Media as "catnip for netties."

FRANKLIN, BEEDLE & ASSOCIATES, leading publisher of computer textbooks (and the publisher of eTechNotes), and its sister imprint ABF CONTENT, publisher of general interest computer books, have scored quite a few points in the marketing and editorial arenas lately.

Shortly after its July publication, Brad Hansen's *DICTIONARY OF COMPUTING AND DIGITAL MEDIA* (ABF Content) received a glowing review from wordsmith William Safire in his New York Times Sunday Magazine column. Telegraphed 'round the world through the New York Times News Service, Safire's "On Language" column praised the book as "catnip for netties." The dictionary is available in bookstores nationwide and is a selection of Doubleday Book Clubs. Brad will soon leave his post at Portland State University to become the Chief Knowledge Architect for ViaTraining.

Ernest Ackermann and Karen Hartman's *INFORMATION SPECIALIST'S GUIDE TO SEARCHING AND RESEARCHING ON THE INTERNET AND WORLD WIDE WEB* (ABF Content) consistently ranks among the Top Ten in Amazon.com's Internet category and Doubleday Book Clubs has commissioned a special Millennium Edition of the book for its members. The initial print run is 10,000 copies.

Best-selling FBA author Carolyn Gillay recently participated in the company's first online WebCast. The session took place October 12 with Carolyn talking from her Orange, California office to dozens of pre-registered teachers of computer science across the country. Topics of conversation covered tips and tricks for teaching WINDOWS 98, "Is DOS still necessary?"

(a resounding yes! from users of Gillay's highly successful WINDOWS USER'S GUIDE TO DOS, affectionately known as WUG·DOS), the pros and cons of teaching the registry, and plans for Carolyn's next book (the forthcoming WINDOWS 2000). Plans are in progress for the next FBA webcast. If you'd like to talk with one of our authors online, let us know by calling 800-322-2665 or sending e-mail to: cland@fbeedle.com

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Newly-signed FBA authors include Ed Epp, Ray Greenlaw, Margaret Leary and Jeff Rouyer. Ed, Chairman of the Computer Science Department at the University of Portland and a consultant to Intel on e-book products, is preparing a book on Java for CS1 for Spring, 2000 publication. Ray, one of the world's leading computability experts, is on the faculty at Armstrong Atlantic State University in Savannah and is hard at work on INTRODUCTION TO UNIX. Margaret, currently teaching at Northern Virginia Community College, is preparing NETWORK SERVICE AND REPAIR and Jeff, known as the "html guru" (www.htmlguru.com) even when at his desk at USANet, is writing BUILDING DYNAMIC WEB PAGES IN 5.0 BROWSERS. Look for the last three titles on our fall 2000 list.

Jim Leisy, president of FBA/ABF, recently represented the company for the first time at the Frankfurt (Germany) Book Fair, the international publishing industry's huge, annual market for selling and buying foreign rights. The meeting took place in 10 vast halls over acres and acres of Frankfurt's sprawling convention space. With more than 90,000 publishers represented, a lot of business transpired over the five days of the Fair. Jim sold publishing rights to Brad Hansen's DICTIONARY OF COMPUTING AND DIGITAL MEDIA and Rick Mercer's COMPUTING FUNDAMENTALS WITH C++ to BPB Publications of New Delhi, India and is in the process of concluding deals to introduce FRANKLIN, BEEDLE books to Romania, France, and England.

And so it goes, as FBA/ABF seeks to find readers of its books in every appropriate market, North, East, West and South/ South, West, East and North.