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**The Open Data Center Alliance:** ODCA is an independent organization that gives stakeholders a voice in shaping the future of cloud computing. It is developing a unified vision for cloud requirements – particularly focused on open, interoperable solutions for secure cloud federation, automation of cloud infrastructure, common management, and transparency of cloud service delivery. To know more about it pl. visit <http://goo.gl/p0KBL>

**10 tips to gain control, drive innovation and lower costs with OSS:** By the end of 2011, 90% of the Global 2000 will include open-source technologies as business-critical elements of their IT portfolios. It is therefore likely that your organisation is knowingly - or worse unknowingly - using free and open-source software (FOSS) in internal and customer-facing software. The challenge is creating the right balance between management controls and enabling your development teams to leverage the ever-increasing abundance of high quality, secure, free and open source code. This guide is designed to help you establish the best approach to manage the use of FOSS as part of your code strategy to drive innovation and lower costs. Access the white paper at <http://goo.gl/jnkdf>

**eBook: Personal Positioning for Engineers:** In the 21st century, employment options will obviously be expanding and changing. What we do today may not be what we do tomorrow. Globalization, outsourcing, mergers and acquisitions will impact how we work. We will determine success by our ability to position ourselves to take advantage of opportunity and respond to change. In this e-book, we'll look at several different employment and career options for engineers to help you determine which ones will work for you. Not all of the options will work for each person, and the key to succeeding is to understand yourself, how you respond to change, and what level of risk you can deal with. Read it free at <http://goo.gl/RsN5j> for a limited period.

**Special resource CD for mechanical simulation:** This special edition CD contains content applicable to the design and optimization of mechanical applications. Featured areas include: Acoustics and Vibrations; Fluid Flow; Geophysics and Geomechanics; Heat Transfer and Phase Change; MEMS and Nanotechnology; Multiphysics; Simulation Methods and Teaching; Structural Mechanics and Thermal Stresses; and Subsurface Flow. The CD contains, 370 technical papers, 238 presentations and 160 posters presented at conferences held in Boston, Stuttgart, Bangalore, and Paris in 2010 and 2011. Request your free CD at <http://goo.gl/Scr4D>

**113 Design Guidelines for Homepage Usability:** While many of these guidelines can apply to web design in general, they are especially critical to follow when designing your homepage, because the stakes are so high. Your homepage is often your first — and possibly your last — chance to attract and retain each customer, rather like the front page of a newspaper. One of the biggest values of a newspaper's front page is the priority given to top news items. All homepages would benefit from being treated like a front page of a major newspaper, with editors who determine the high-priority content and ensure continuity and style consistency. Details at <http://goo.gl/j3q7B>

**10 highly valued soft skills for IT pros:** Depending on which company you talk to, there are varying demands for IT technical skills. But there is one common need that most IT organizations have: soft skills. This need is nothing new. As early as three decades ago corporate IT sought out liberal arts graduates to become business and systems analysts so they could “bridge the communications gap” between programmers and end users. And if you look at the ranks of CIOs, almost half have backgrounds in liberal arts. To know more visit <http://goo.gl/HYP9r>

**Interactive Dynamics for Visual Analysis:** The ACM's Queue magazine has a new, comprehensive taxonomy of visualization techniques drawing from the theories of Edward Tufte and citing examples from academia, government, and the excellent NYT visualization team. This list contains 12 steps for turning data into a compelling visualization: Visualize, Filter, Sort, Derive, Select, Navigate, Coordinate, Organize, Record, Annotate, Share, & Guide. "For developers, the taxonomy can function as a checklist of elements to consider when creating new analysis tools." Details at <http://goo.gl/EJN7F>

**Tips on choosing a programming language to learn:** If you're interested in learning a new programming language, Justin James, the author of the post, suggests asking yourself the following five questions that will help you pick the one that best suits your needs: Why am I learning a programming language?; How do I plan to learn the programming language?; What toolset, libraries, and frameworks support the programming language?; What do I plan on building?; and Am I willing to take the road less travelled?. Details at <http://goo.gl/IX0B5>

**Smart SOA Tutorial:** Service Oriented Architecture (SOA) is a business-centric IT architectural approach that supports integrating your business as linked, repeatable business tasks, or services. With the Smart SOA approach, you can find value at every stage of the SOA continuum, from departmental projects to enterprise-wide initiatives. Download the tutorial from <http://goo.gl/eLvvg>

**Recovering from information overload:** Always-on, multitasking work environments are killing productivity, dampening creativity, and making us unhappy. Read the article at <http://goo.gl/UUjwr>

**When Good Backups Go Bad: Data Recovery Failures and What to Do About Them:** Business transactions are faster and have a broader reach to more people in more countries than ever before. Businesses of all sizes can cast a global shadow by setting up a website and conducting business over the Internet. The key byproduct of all this change is explosive amounts of data in the form of email, customer information, and business transactions. According to Gartner, data growth is IT's biggest challenge, with data capacity growing at an average of 40 to 60 percent year after year. At the same time the volume of data is growing, so are the threats. Read the white paper at <http://goo.gl/jeJRX>

**Spam trends in today's business world:** Almost 200 billion spam are sent every day, indicating an estimated hundredfold increase from 2.4 billion spam a day in 2002. Some 95 percent of these messages are sent by bots, the content of which is usually obfuscated and ambiguous. Read the report at <http://goo.gl/EEcaZ>

**Verizon's 2012 Data Breach Investigations Report:** The online world was rife with the clashing of ideals, taking the form of activism, protests, retaliation, and pranks. While these activities encompassed more than data breaches (e.g., DDoS attacks), the theft of corporate and personal information was certainly a core tactic. This re-imagined and re-invigorated specter of "hactivism" rose to haunt organizations around the world. Many, troubled by the shadowy nature of its origins and proclivity to embarrass victims, found this trend more frightening than other threats, whether real or imagined. Doubly concerning for many organizations and executives was that target selection by these groups didn't follow the logical lines of who has money and/or valuable information. Enemies are even scarier when you can't predict their behavior. This 80 page, 2012 Data Breach Investigations Report (DBIR) is a recounting of the many facets of corporate data theft. More at <http://goo.gl/6AkMK>

**How code signing works:** For developers creating software to be distributed via the internet, tampering is a common concern. Software can be modified to include malware, and the software's original, non-malicious author will be blamed for the harm the modified software does. Developers want customers to trust their software. This Thawte white paper at <http://goo.gl/EjfXG> shows how a code-signing certificate can make that possible.

**Seven steps to better brainstorming:** Most attempts at brainstorming are doomed. To generate better ideas—and boost the odds that your organization will act on them—start by asking better questions. Read the article at <http://goo.gl/Oe8Zt>

**2012 State of Global Open Innovation:** Sponsored by InnoCentive, Forrester Research conducted a global survey of 229 open innovation decision makers, augmented with more than a dozen in-depth interviews with senior executive leaders in large multi-national firms. The research reveals that the use of open innovation tools and techniques continues to gain momentum and achieve mainstream adoption within many large organizations. This white paper dives into the research findings, provides in-depth analysis, and offers recommended courses of action. Key topics include: The current state of open innovation (OI); How and why companies are investing in OI; The need for collaboration to drive the OI agenda; Key stakeholders involved in the agenda; and The importance of quick wins and value measurement. Access this whitepaper at <http://goo.gl/j5VsN>

**10 Ways Your Smartphone Knows Where You Are:** Location tools go well beyond GPS and Wi-Fi and increasingly can deliver high accuracy even indoors. One of the most important capabilities that smartphones now have is knowing where they are. More than desktops, laptops, personal navigation devices or even tablets, which are harder to take with you, a smartphone can combine its location with many other pieces of data to make new services available. Details at <http://goo.gl/Ua73Q>

**How Microsoft Lost Its Mojo: Steve Ballmer and Corporate America's Most Spectacular Decline:** Once upon a time, Microsoft dominated the tech industry; indeed, it was the wealthiest corporation in the world. But since 2000, as Apple, Google, and Facebook whizzed by, it has fallen flat in every arena it entered: e-books, music, search, social networking, etc., etc. Talking to former and current Microsoft executives, Kurt Eichenwald finds the fingers pointing at C.E.O. Steve Ballmer, Bill Gates's successor, as the man who led them astray. Story details at <http://goo.gl/T5L4c>

**US\$10K worth of HP Products to be won - Join competition now!:** Have an innovative idea on how to reduce costs in your business? Share it with HP which is on the search for fresh, innovative ideas on how to reduce business costs, including reducing office printing expenses. A total of USD10000 worth of prizes is up for grabs for 3 winners, who will also be featured in custom-produced case study videos. Details at <http://goo.gl/Rx8QL>

**The Internet Society Community Grants:** Applications for the November 2012 round of the Community Grants Programme will be accepted from 09 August to 10 September 2012. Award decisions will be made in early November. The current, preferred Focus Areas for project applications remain: IPv6; Local content creation (encouraging demand for and use of the Internet for a specific community); Encouraging the multi-stakeholder approach to technical and policy issues; and Interconnection and traffic exchange. For details <http://goo.gl/56TFG>

**Video: Being a Real Leader!:** Robin Sharma is a famous name in the industry. He has authored over 11 bestseller books worldwide. Some of them include, "The monk who sold his ferrari", "the greatness guide" & "The saint, the surfer and the ceo". In this 29+ min video, he is teaching us about how to become a self leader, a leader of our own life. Everyone loves and craves to lead other. However, most of us have forgotten to lead ourself first. Robin also teaches us about to be become a better human. Watch it at <http://goo.gl/r7l6w>

## Food For Thought (Contributed by Mr. B. Sundaram)

NEVER share your secrets with ANYONE...  
This can be self-destructive.

NEVER tell your problems to ANYONE...  
20% don't care, and  
80% are glad that you have them !!

Life is similar to Boxing game..  
Defeat is NOT declared when you fall down;  
It is declared when you refuse to 'Get Up'!

Always WRONG persons teach the RIGHT lessons in Life!

Two things bring happiness & success in life:  
1. The way you MANAGE when you have nothing, and  
2. The way you BEHAVE when you have everything !

Keep your face to the Sun,  
And you will not see the shadow!

A Deaf child says: "For all of you, I am deaf;  
But for me, all of you are dumb..."  
Moral: Life differs in each perspective. Live the way you  
want to.

Ego is the only requirement to destroy any relationship.  
Be a bigger person; skip the "E", and let it "go"...!!

Trust is like a STICKER.  
Once it is removed, it may stick again,  
But NOT as strong as it holds when you first applied it..!  
Always take care of relations.

"F-E-A-R" has two meanings:  
1. Forget Everything And Run...  
2. Face Everything And Rejoice..!  
Choice is ours..!!

Life is very complicated...  
When you have standards, people call it ATTITUDE;  
When you are simple, people try to CHEAT you; &  
When you cheat others, people call you SMART!

All communication problems are because  
We don't listen to understand;  
We listen to reply...!!!

One good thing about Egoists:  
They don't talk about other people!

## ICT Events

- Opportunities for High Studies at Institute of Systems Science (ISS) at National University of Singapore. Briefing sessions, test and spot admissions at Delhi, Pune, Bangalore & Chennai in Aug 2012. More info at <http://goo.gl/goU6J>
- Workshop on Embedded Linux at Chennai on 11th Aug 2012. Email: [admn.officer@csi-india.org](mailto:admn.officer@csi-india.org)
- Technical Workshop on 'SMART GRID'. 25-26, Aug 2012 at Chennai. Email: [jeemas@airtelmail.in](mailto:jeemas@airtelmail.in)
- OSI Days - the Asia's Mega Open Source Convention. 12-14, Oct 2012 at Bangalore. <http://www.osidays.com/>
- National Conference on Communications Technology and its impact on Next Generation Computing (CTNGC-2012). 20th Oct 2012 at Ghaziabad. <http://www.its.edu.in/IT/Conference/CTNGC-2012.html>
- 3rd International Conference on Emerging Applications of Information Technology (EAIT 2012). Nov 29 – Dec 1, 2012 at Kolkata. <https://sites.google.com/site/csieait2012/>
- 47th Annual National Convention of CSI (CSI 2012). 1-2, Dec 2012 at Kolkata. <http://csi2012.csi-kolkata.org/>

## ICT News: Voices & Views

- 'London 2012 Olympics will be biggest smartgame ever'. There will be real-time information and results to the world's broadcast media in less than 0.3 seconds to broadcasters globally.
- The cloud computing market is expected to grow to \$241 billion in 2020, against \$40.7 in 2010 --Mr B. Suresh Babu, Additional Commissioner at Commissionerate of Industries, AP.
- As many as 604 universities and 35,000 colleges will be brought under the national knowledge network (NKN) in the next six months – Mr. Kapil Sibal.
- Apple accounted for 11.8 million (68%) of the 17.4 million tablets that were shipped in 2011 -- IDC.
- Income from financial services, telecom segments of IT firms takes a beating.
- Airtel, Idea, Vodafone face Rs 1-lakh crore outgo on re-farming.
- 50% car buyers do online research -- study by Neilsen.
- IT spend in financial services to touch Rs 38K crore – Gartner.
- IT, ITES firms in AP clock Rs 50,000-crore biz.
- Nasscom maintains growth forecast of 11-14% for IT industry.
- Cyber security must be top priority for CEOs – Deloitte.
- Over 85% enterprises to deploy tablets this year – Gartner.
- Smartphones seeing malware explosion -- Software security companies.
- India among worst affected by malware. Malware detected on 13.8 of every 1,000 computers scanned in India as against the global average of 7.1 – Microsoft.
- Top PC makers logging out of netbooks as sales drop.
- Global R&D spending rises 8.2% in FY11 – Zinnov.
- Phishing attacks on .in domain rising – Symantec.
- In 2011, seven per cent of consumer content was stored in cloud, but this will grow to 36% in 2016 – Gartner.
- Worldwide consumer digital storage needs will grow from 329 exabytes in 2011 to 4.1 zettabytes in 2016. Average storage per household to grow from 464 GB in 2011 to 3.3 TB in 2016 – Gartner.
- Over half (53%) of children in India have been bullied online --Global Youth Online Behaviour Survey by Microsoft.
- Enterprise social software market size is growing and will touch \$6.4 billion in 2016 – IDC.

- IT sector feels the Obama heat and slows in 2009-12.
- The public cloud computing market in India that was pegged at \$160-192 million in 2011 is expected to grow at \$685 million by 2014. The overall Indian market for public and private cloud stands at around \$860-\$912 million in 2011- Zinnov.
- India emerged the third most infected country after the US and Italy to lose connection to the Internet on July 9, if the PC is infected by a malware called DNS Changer.
- Global IT spending to reach \$3.6 trillion this year - Gartner.
- Sixty-two percent of affluent children share personal information online - McAfee survey findings in 10 Indian cities.
- Software tools best way to monitor child on Internet - Trend Micro's country manager, Mr. Amit Nath.
- By 2015, India is expected to have 237 million mobile Internet users - survey by Norton.
- Proposed US Jobs Act to have limited short-term impact on TCS - Moody's.
- Google, Facebook should share revenue with us as they are enjoying at the cost of network operators - Airtel.
- Beware of mails with photos, fake traffic tickets - Kaspersky Lab.
- Indian IT spending to grow 16.3% this year to \$43.57 billion - IDC.
- "The Indian IT industry is consuming 14,000 MW of power to run about 43 million servers, but only 5-10% of aggregate capacity of these 43 million servers is being used". 'Deployment of cloud will help industry save power' – Mr. V Srinivasa Rao, SVP, Mahindra Satyam at a FICCI meeting.

### **ICT News: Telecom, Govt, Policy, Compliance**

- Spectrum: GoM to decide on TRAI, DoT panel pricing formula.
- Airtel, Hughes unable zero-in on users, says Intelligence Bureau.
- 90% cable TVs yet to go digital in Kolkata while it is hardly one month to go for the digitization deadline.
- JPC on 2G to submit report in six months.
- Govt to remove multi-level TDS on software from 1<sup>st</sup> July 2012.
- DoT to finalise auctioneer for spectrum auction by July 10.
- Specifications for Aakash 2 revised version to be finalised by June.
- TRAI has hauled up mobile companies for failing to comply with its order on seeking consumer's consent before activating VAS.
- Hardware makers ask Govt for cover against forex volatility.
- 2G Scam: JPC may decide against summoning politicians.
- TN Govt wants BPOs to open units in village panchayats. Capital subsidy of 20% to be provided.
- India ready to move to new Internet protocol IPv6.
- Satyam case: 44 properties of promoter's family attached.
- Raja asserts his innocence on 2G charge.
- Bharti Airtel to pay Rs 700 crore for customs duty evasion case.
- AP to extend e-governance initiative "Mee Seva" to all districts.
- All panchayats to have fibre optic connectivity in three years – Sachin Pilot.
- The Finance Ministry and the Planning Commission have opposed the proposal to charge one-time fee whereas the cabinet lobs one-time spectrum fee decision to ministers' group.
- Auction guidelines silent on liberalizing CDMA spectrum.
- Cabinet okays scheme for electronics manufacturing clusters.
- 'India cannot sidestep obligation under bilateral treaties' - Lord Goldsmith QC, former Attorney General of UK.
- Govt not for Internet censorship - Law Minister Khurshid.
- The former Telecom Secretary, Mr. Siddharth Behura, has blamed the then Telecom Minister, Mr. A Raja, for the irregularities in spectrum allocation.
- TRAI stipulates quality norms for mobile data services. It has suggested that operators have to offer a minimum throughput of 90% of the subscribed speed on an average.
- DoT may de-link auctioneer fee from reserve price.
- Spectrum can be pledged for bank loan.
- Cabinet approves incentive plan for electronics manufacturing.
- 2G case: Enforcement Directorate questions Raja for the first time.
- Delhi High Court quashes blanket cap of 200 SMSs/day.
- Govt. to issue final document for spectrum auction on Aug 22.
- Spectrum pricing: EGoM may cut reserve price, but hike revenue share.
- 2G spectrum: 9 beneficiaries under CBDT lens.
- Govt. to set up testing labs for IT products.
- 2G scam: No evidence against PMO, FinMin, says CBI.
- DoT's monitoring wing to inspect tower sites for radiation norms.

### **ICT News: IT Manpower, Staffing & Top Moves**

- IT Industry witness 29% decline in hiring -- Mr Rajesh Kumar, CEO, MyHiringClub.com
- FashionandYou to hire 400 people by this fiscal end.



- Only 1 out of 7 opts for Nokia Siemens' voluntary retirement scheme at Kolkata unit.
- PayPal zooms in on IITs for 'hi-tech' hires. Has hired 80 graduates at Rs 7 lakh a year.
- Forbes describes Mr Sridhar Vembu, founder and CEO of Zoho, as the 'Smartest Unknown Indian Entrepreneur.'
- Zensar to hire 1200 engineers in Karnataka this fiscal.
- Over 17,000 foreign nationals on rolls in TCS.
- Majority of Indian employees approve personal use of social media at work.
- USCIS reaches cap on H-1B visas.
- Nokia to cut 10,000 jobs.
- Subex grants ESOPs to employees.
- Microsoft launches Wi-Fi bus service for employees.
- IT firms have made over 1 lakh job offers so far this year – Nasscom President.
- Bangalore IT firms caught by hunger pangs due to a curtailed '11 p.m.' dinner time.
- Som Mittal to continue as President of Nasscom for another two years.
- RIM to cut about 5,000 jobs.
- Pawar quits as head of ministers' group on telecom. Chidambaram to head EGoM on telecom.
- Kris Gopalakrishnan to head Govt. cloud computing panel.
- US firms seek more green cards for Indian, Chinese techies.
- Huawei redeploys over 300 Indian employees in global operations.
- A number of leading multinationals are using virtual games as part of their recruitment process.
- Kalam 'to inspire' youth through 'Billion Beats', his Facebook page.
- TCS adds 4,962 employees in the first quarter ended June 2012 and expects to add 50,000 employees in the current financial year.
- Citrix India to increase headcount by 200 this year.
- Keste to double staff strength to 150.
- Hiring plan of 35,000 on track - Infosys.
- AP Governor lashes out at IT industry for high salaries.
- MindTree reduces headcount by 170.
- Hinduja Global to hire 3,000 this year.
- Pitney Bowes to hire 200 people for Pune R&D center.
- As bench gets crowded, IT majors delay hiring freshers.

### **ICT News: Company News: Tie-ups, Joint Ventures, New Initiatives**

- Google tips China searchers to hot-button terms that evidently prompt censors to derail queries.
- Microsoft releases final test version of Windows 8.
- Intel unveils new chip for faster computing devices.
- Dell introduces laptop battery recycling programme.
- Infosys has been identified as one of the top 25 performers in Caring for Climate Initiative by the UN Global Compact and UN Environment Programme.
- Mahindra Satyam, Tech Mahindra shareholders okay merger.
- Allied Computers to launch laptops at Rs 4,999.
- Agiliq Info Solutions announces a tool that converts the blog into an app.
- Wipro AppLife Contest for engineering students open from June 19, 2012 to December 18, 2012.
- Microsoft unveils Surface tablet running Windows RT and Windows 8 Pro.
- Bharti Airtel launches 'Behtar Zindagi', a mobile-based service for farming.
- Duke University, UK develops gigapixel camera.
- 'Printer virus' hits BPO, healthcare, manufacturing cos.
- HP to pay Rs 1.17 lakh for selling defective laptop.
- Intel launches future scientist programme in Karnataka. To train 500 teachers and 5,000 students.
- Microsoft offers Office 365 at no cost to educational institutes.
- TCS(China) Co Ltd, has been recognized as '2012 Top 10 Global Service Providers in China'.
- Google unveils Nexus 7 tablet designed to challenge Apple's iPad.
- Beware of email offers this Olympics season! -- Mr Amit Nath, Trend Micro.
- TiE Global Deal Connect to enable start-ups in tier-II and -III cities to access capital.
- Airtel, HP to provide cloud services for small enterprises.
- Pressmart to launch an app soon for textbooks to lighten your kids' school bags.
- Microsoft's image-matching tech helps stamp out child abuse on the Net.
- US court has refused to lift the ban on sales of the Samsung Galaxy Tab in the country.
- 'Leap second' wreaks Internet havoc.
- Datawind grapples with huge demand for tablets. It has to deliver 30 lakh tablets to those who booked online.
- Google phasing out five products. Google Mini, iGoogle, Google Talk Chatback, Google Video, and Symbian search app.
- MobME Wireless has developed an advanced 3G-based security solution, a mobile-based crime and incident reporting platform (MCIRP) for National Investigation Agency (NIA).

- RCom arm files preliminary prospectus for IPO in Singapore.
- Facebook to soon launch job board.
- Bharti Airtel gets EuroFinance Treasury award.
- R&D center of Alcatel-Lucent in Chennai has filed nearly 75 patents on various technologies.
- Yahoo! sets up big data research unit at IIT Madras.
- Yahoo! apologizes for password breach of 4.5 lakh user.
- Microsoft launches Office 2013.
- Education institutions may get access to super computing research through “Garuda”, the Grid Computing initiative of CDAC.
- Google has launched a beta version of Web Lab, which will host - physically and virtually - five experiments: Universal Orchestra, Data Tracer, Sketchbots, Teleporter, and Lab Tax Explorer.
- Microsoft to release Windows 8 on Oct 26.
- Microsoft reports its first quarterly loss in its 26 years as a public company.
- Google unveils world’s fastest Internet connection offering lightning-fast access of one gigabit per second.

## Books

Brief reviews of books useful to students and professionals are included in this column. The publishers -- Wiley India Pvt. Ltd, Tata McGraw Hill Education Pvt Ltd, Pearson India and Springer have come forward to present these books to the winners of the Info Quiz.

**Fiber-Optic Communication Systems and Components:** This book, designed for entry-level engineers and post-graduate students, provides an introduction to the essentials of fiber-optic systems and their uses in both communication and non-communication areas, embracing various components. Presented by using a mathematical approach with well-illustrated explanations, this book covers the fundamentals, applications and types of fiber optics, cabling, light sources, transmitters, receivers, repeaters, regenerators and optical amplifiers, connectors, splicing, couplers and switches, other components, tools and accessories, measurements, system concepts, system design, and fiber-optic sensors. Authors: Vivekanand Mishra & Sunita P Ugale. Published by Wiley India Pvt. Ltd. Pages: 392. Price: Rs.379/=. More about the book at <http://goo.gl/EkGke> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: [abbhardwaj@wiley.com](mailto:abbhardwaj@wiley.com) (This book is being given as a prize to the Info Quiz Winners)

**Cracking IT Campus Interviews:** This book is suited for students at all levels right from 1<sup>st</sup> year to final year who are interested in attending the campus interviews and those who passed out and not placed to prepare for off-campus interviews. It provides transcripts of 20 actual campus interviews faced by students of various engineering disciplines in India and covers a broad range of general awareness topics frequently asked during IT campus interviews. It also provides a deep insight into what an interviewer looks for while interviewing an engineering student along with the interviews of rejected students which making one aware of the mistakes one can omit while facing an interview. Author: Deepa Jain. Published by Tata McGraw Hill Education Pvt Ltd. Pages: 244. Price: Rs. 225/=. More about this book at <http://goo.gl/FXL5j> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: [Rekha\\_Dhyani@mcgraw-hill.com](mailto:Rekha_Dhyani@mcgraw-hill.com) (This book is being given as a prize to the Info Quiz Winners)

**Computer Architecture and Organization: From 8085 to core2Duo & beyond:** This book uses microprocessors 8085 and above to explain the various concepts. Apart from covering the syllabi of most Indian universities, it also provides additional information about the latest developments like Intel Core – II Duo, making it one of the most updated textbook in the market. Salient features of this book include: proper segregation of chapters between Architecture and Organization; description of processors like Intel Core – II Duo processor and R4400; discussions on both CISC & RICS architectures; includes an project bank having more than 70 projects for readers to work upon with hints available online; exclusive chapters on Computer Peripherals, Embedded Systems; Food For Thought sections in each chapter giving additional information that makes reading interesting; chapter end summary, points to remember, quicksand corner and review questions to review the learning; and a study card to help with last-minute exam preparation. It is both a text & reference book. Author: Subrata Ghoshal. Published by Pearson Education. Pages: 576. Price: Rs. 325/=. More about the book at <http://goo.gl/iDHye> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: [john.mathews@pearson.com](mailto:john.mathews@pearson.com) (This book is being given as a prize to the Info Quiz Winners)

**Requirements Engineering:** This book offers a comprehensive description of requirements engineering (RE) fundamentals and principles as well as up-to-date techniques, such as goal-oriented RE and scenario-based RE and presents a didactically sound and industrially validated framework to structure the RE process and procedures along with numerous real-world examples to illustrate all aspects of RE and checklists and guidelines to support readers in their application of the concepts. A huge commented list of references for further reading makes it special. This book is aimed at professionals, students, and lecturers in systems and software engineering or business applications development. Professionals such as project managers, software architects, systems analysts, and software engineers will benefit in their daily work from this well-presented combination of validated procedures and industrial experience. Author: Klaus Pohl. Published by: Springer. Pages: 814+xviii. Hardcover. Price: Euro. 64.95/=. For more about the book and a sample chapter download, pl. visit <http://goo.gl/xJzQS> (This book is being given as a prize to the Info Quiz Winners)

## Book Summaries

Concise summaries of the best business books from the website [www.bizsum.com](http://www.bizsum.com) are included in this column. The publishers -- EBSCO Publishing have come forward to offer one month free access to the book summaries website to TWO winners of the Info Quiz.

**The Negotiation Book: Your Definitive Guide to Successful Negotiating.** By: Steve Gates. Gates describes the traits required to maximize the value of each business negotiation in order to become a Complete Skilled Negotiator. As the founder and CEO of the successful negotiation consultancy The Gap Partnership, Gates stresses the importance of being conscious of the psychological state of the negotiator and those they negotiate with, looking for creative ways of trading concessions to maximize value for both parties, and preparing for each negotiation in advance. The ultimate goal of The Negotiation Book is to teach negotiators to respond appropriately and realize the maximum total value from any negotiation situation. More at <http://www.bizsum.com/summaries/negotiation-book> Read similar book summaries at [www.bizsum.com](http://www.bizsum.com) at an exclusive 20% discount on the subscription extended to CSI-eNL readers. Use the code BBSCSI2012. A lucky winner of Info Quiz will get free access to "Business Book Summaries" for one month.

**Conflict 101: A Manager's Guide to Resolving Problems So Everyone Can Get Back to Work.** By: Susan H. Shearouse. Shearouse helps managers better understand workplace conflict and how to respond to it. In every workplace, it is inevitable that people will clash at some point, and what Person A wants, needs, or expects will not always align with what Person B wants, needs, or expects. Managers must therefore become adept at responding to the inevitable workplace conflicts. If managers can resolve workplace conflicts as quickly and effectively as possible, they can stop them from escalating and affecting employee morale, productivity, and, therefore, the bottom line. More at <http://www.bizsum.com/summaries/conflict-101> Read similar book summaries at [www.bizsum.com](http://www.bizsum.com) at an exclusive 20% discount on the subscription extended to CSI-eNL readers. Use the code BBSCSI2012. A lucky winner of Info Quiz will get free access to "Business Book Summaries" for one month.

**InfoQuiz-2012-08-01 (TEN Prizes to Win – FOUR Prizes of Rs. 500/- each, FOUR books, TWO free one month access to Business Book Summaries)**

1. Name the Indian monthly magazine dedicated for "Open Source".
2. Think : IBM = Think Different : -----.
3. Expand: I18n.
4. Recently, anonymous sources within the United States government admitted that the United States and ----- (another country) were indeed the authors of the Stuxnet worm.
5. Which company had designed and made the Nexus 7 tablet, launched by Google recently.

Email your answers by **25<sup>th</sup> Aug 2012** to [csi.infoquiz@gmail.com](mailto:csi.infoquiz@gmail.com) with subject "**infoquiz-2012-08-01**". Please provide your name, designation, company/institution, full postal address (to send the prize) and the contact phone nos. after the answers. There are TEN prizes to win. TWO prizes of Rs. 500/= each by **SRA Systems** ([www.srasys.com](http://www.srasys.com)) and TWO prizes of Rs. 500/= each by **VictoryMind Educare Services**. FOUR prizes will be in the form of books which are briefly reviewed in this edition of the newsletter. They are being offered by **Wiley India Pvt. Ltd** ([www.wileyindia.com](http://www.wileyindia.com)), **Tata McGraw Hill Education Pvt Ltd** ([www.tmhshop.com/](http://www.tmhshop.com/)), **Pearson Education** (<http://www.pearsoned.co.in>) and **Springer** ([www.springer.com](http://www.springer.com)). Other TWO prizes are free one month access to Business Book Summaries from **EBSCO Publishing** ([www.bizsum.com](http://www.bizsum.com)). Answers along with the winners' info will be published in the next issue.

## Answers & Winners of InfoQuiz-2012-06-01

- NoSQL, advertisements, 6th Jun 2012, .app, password
- Rs. 500/= from SRA Systems: Piyush Mittal (Erode) & Aparna Sinha (Indore)
- Rs. 500/= from VictoryMind Edu Services: M. Divya (Tiruchirapalli) & Indermohan Singh (Ludhiana)
- Book from Wiley India Pvt. Ltd: S. Selvasundar (Chennai)
- Book from Tata McGraw Hill Education Pvt Ltd: Anupriya Dhankhar (Rohtak)
- Book from Pearson Education: Vasudeva (Mangalore)
- Book from Springer: Sunil K. Pandey (Ghaziabad)
- Free access to "Business Book Summaries" for one month from [www.bizsum.com](http://www.bizsum.com) / Ebsco Publishing: Sandeep Shetty (Bangalore) & Parameswaran D (Trivandrum)

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