



CSI eNewsletter

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Is your IT infrastructure ready for mobility?: The entry of consumer devices in the enterprise environment has poses serious challenges to the corporate network. This white paper at <http://goo.gl/n4t6t> discusses how organizations can effectively support an increasing number of personal mobile devices and corporate infrastructures.

BYOD and Mobile Strategy: In this 42-page PDF guide, InfoWorld explains how to set up an effective BYOD program that is managed and secured, yet embraces the consumerization of IT spirit sought by users. Details at <http://goo.gl/MH4nS>

4 rules for complete web protection: As an IT manager you've always known the web is a dangerous place. But with infections growing and the demands on your time and budget rising, it's time to revisit your strategy. This whitepaper discusses the major web threats and provides four rules to help you stay protected. When you follow them, these rules will also save you time and money. Read this whitepaper at <http://goo.gl/18qnS>

9 popular IT security practices that just don't work: Most common IT security products and techniques don't work as advertised, leaving us far more exposed to malicious code than we know. That's because traditional IT security takes a whack-a-mole approach to threats, leaving us to catch up with the next wave of innovative malware, most of which rolls out in plain view on the Internet. Details of the post at <http://goo.gl/onn4a>

10 crazy IT security tricks that actually work: IT security threats are constantly evolving. This blog post -- details at <http://goo.gl/JJJ2M> offers 10 security ideas that have been -- and in many cases still are -- shunned as too offbeat to work but that function quite effectively in helping secure the company's IT assets. The companies employing these methods don't care about arguing or placating the naysayers. They see the results and know these methods work, and they work well.

WhiteHat Security Website Statistics Report 2012: How Does Your Website Security Stack Up Against Your Peers?. This 32 pages The WhiteHat Security report presents a statistical picture of current website vulnerabilities among 7,000 websites, across hundreds of organization, and is accompanied by WhiteHat expert analysis and recommendations. WhiteHat's report is the only one that focuses solely on unknown vulnerabilities in custom Web applications, code unique to an organization, within real-world websites and does so over time. Details at <http://goo.gl/cXyCZ>

The Software Security Risk Report: This purpose of this Forrester Consulting's survey study of 240 North American and European software development and software security influencer is to understand the current application security practices and identify key trends and market directions across industries. Web applications, because of their external-facing nature, are some of the primary avenues for security attacks and data breaches. Breaches of customer data is can be detrimental to or costly for the company, but a breach of sensitive confidential corporate information or intellectual property can have devastating consequences. When that happens, it is no longer merely an exercise in cleanup, remediation, and public relations, but a potential blow to a firm's long-term competitiveness in the market. Because of these reasons, building secure web applications resistant to attack is critical to a company's IT posture and the goal of protecting critical data and corporate information. Read the full report at <http://goo.gl/blUzd>

Big Data, Big Impact: New Possibilities for International Development: A flood of data is created every day by the interactions of billions of people using computers, GPS devices, cell phones, and medical devices. Many of these interactions occur through the use of mobile devices being used by people in the developing world, people whose needs and habits have been poorly understood until now. Researchers and policymakers are beginning to realise the potential for hanneling these torrents of data into actionable information that can be used to identify needs, provide services, and predict and prevent crises for the benefit of low-income populations. Concerted action is needed by governments, development organisations, and companies to ensure that this data helps the individuals and communities who create it. Read the full article at <http://goo.gl/8bJIT>

Data Scientist: The Sexiest Job of the 21st Century: "DataScientist" is a high-ranking professional with the training and curiosity to make discoveries in the world of big data. The title has been around for only a few years. (It was coined in 2008 by one of us, D.J. Patil, and Jeff Hammerbacher, then the respective leads of data and analytics efforts at LinkedIn and Facebook.) But thousands of data scientists are already working at both start-ups and well-established companies. Their sudden appearance on the business scene reflects the fact that companies are now wrestling with information that comes in varieties and volumes never encountered before. If your organization stores multiple petabytes of data, if the information most critical to your business resides in forms other than rows and columns of numbers, or if answering your biggest question would involve a "mashup" of several analytical efforts, you've got a big data opportunity. Read the full story at <http://goo.gl/HfNTH>

Ten Common Hadoopable Problems - Real-World Hadoop Use Cases: Apache Hadoop, the popular data storage and analysis platform, has generated a great deal of interest recently. Large and successful companies are using it to do powerful analyses of the data they collect. Hadoop offers two important services: It can store any kind of data from any source, inexpensively and at very large scale, and it can do very sophisticated analysis of that data easily and quickly. Hadoop is different from older database and data warehousing systems, and those differences can be confusing to users. What data belongs in a Hadoop cluster? What kinds of questions can the system answer? Understanding how to take advantage of Hadoop requires a deeper knowledge of how others have applied it to real-world problems that they face. This paper presents ten real-world Hadoop use cases. Details at <http://goo.gl/3dq3I>

Toolkit on Internet Public Policy Dialogue: Tools for the Practitioner: This Toolkit can be used by new or emerging public policy groups seeking to understand and support public policy dialogue with stakeholders. It is based on two central activities: the gathering of evidence to support policy recommendations, and the securing of consent among the stakeholders to be affected by policy change. Download it from <http://goo.gl/WDiY9>

Interview: Indian Enterprises Are Under-invested in IT: TCS is India's largest software services company and its Vice-Chairman, S. Ramadorai shares some of the decisive moments of that journey and his thoughts on other issues. Read it at <http://goo.gl/ABMEM>

Winning the battle for technology talent: The right technology talent can be hard to find. But executives can learn from the ways in which leading IT organizations develop, retain, and recruit good people. Full article at <http://goo.gl/TS8Jg>

The Tech State of E-Commerce: New technologies are evolving the Internet, and are also assisting in the growth of the e-commerce industry. Since everything from product images to promotions can impact a retailer's success, merchants should focus on the five key areas in order to gain the best return on investment (ROI) in the current state of e-commerce. Details at <http://goo.gl/9yJ8D>

An introduction to the basics of video conferencing: In the next few years we shall see explosive growth in the use of video conferencing (VC) as a fundamental tool for businesses to enhance communication and collaboration between employees, partners and customers. The technology has developed considerably from early adopters to its current form of mass market roll-out. It's anticipated that nearly half of information workers will have some type of personal video solution in 2016, up from just 15% today*. With VC becoming a core component of IT infrastructure that enables communication and collaboration, businesses will be looking to providers of telephony, business applications and network infrastructure services to include this capability as part of their offering. This report at <http://bit.ly/StFmqH> will examine the basic components of the technology, considerations for deploying VC solutions.

IPv6 Deploy360 Programme: The Internet Society Deploy360 Programme provides real-world IPv6, DNSSEC, etc. deployment information. Deploy360 aims to bridge the gap between the IETF standards process and final adoption of those standards by the global operations community. Deploy360 creates and promotes resources that are easy to understand and quickly actionable by the very IT professionals responsible for the implementation of new technologies and standards like IPv6 and DNSSEC. Visit <http://www.internetsociety.org/deploy360/>

Apple after Steve Jobs: 10 hits and misses: Oct. 5 marks the one-year anniversary of Steve Jobs' death. During that time, Apple has had some amazing successes and some spectacular failures. Details at <http://goo.gl/buixV>

Video: Next Generation Encryption: Secure communication includes encryption, message authentication, key establishment, digital signatures and hashing. Over the past 30 years, public key cryptography has become a mainstay for secure communications over the Internet and throughout many other forms of communications. They form the basis for key management and authentication for IP encryption (IKE/IPSEC), web traffic (SSL/TLS) and secure electronic mail. For digital signatures, public key cryptography is used to authenticate the origin of data and protect the integrity of that data. Watch this 55 min video at <http://goo.gl/oFJQU>

Video: The beauty of data visualization: David McCandless turns complex data sets (like worldwide military spending, media buzz, Facebook status updates) into beautiful, simple diagrams that tease out unseen patterns and connections. Good design, he suggests, is the best way to navigate information glut -- and it may just change the way we see the world. Watch this 18 min 17 sec TED Talk video at <http://goo.gl/bQZVL>

Video: World in 2021: (6.18 min) Watch how future technology will help people make better use of their time, focus their attention, and strengthen relationships while getting things done at work, home, and on the go. <https://www.youtube.com/watch?v=z4bJEqoCAuI&feature=related>

eBook: Cloud Storage Economics for Dummies: Determine the real cost of storage infrastructure by understanding that the cost of acquiring assets is just a small percentage of their total cost to own. Data storage economics focuses on measuring the total cost of ownership to align information technology investments with corporate goals. Download this free eBook supported by Hitachi Data Systems and understand why price doesn't always equal cost and become an economic hero in your own organization. Details at <http://goo.gl/oS0MD>

Free Book: Self-Service Linux-Mastering the Art of Problem Determination: Now, there's a systematic, practical guide to Linux troubleshooting for every power user, administrator, and developer. In Self-Service Linux®, two of IBM's leading Linux experts introduce a four-step methodology for identifying and resolving every type of Linux-related system or application problem: errors, crashes, hangs, performance slowdowns, unexpected behavior, and unexpected outputs. You'll learn exactly how to use Linux's key troubleshooting tools to solve problems on your own-- and how to make effective use of the Linux community's knowledge. If you use Linux professionally, this book can dramatically increase your efficiency, productivity, and marketability. If you're involved with deploying or managing Linux in the enterprise, it can help you significantly reduce operation costs, enhance availability, and improve ROI. Download it from <http://tinyurl.com/3sjqc2j>

Java Magazine is an essential source of knowledge about Java technology, the Java programming language, and Java-based applications for people who rely on them in their professional careers - or aspire to. With contributors ranging from across the ecosystem, Java Magazine is truly designed by, and for, the community. Access the Sep/Oct 2012 digital issue at <http://goo.gl/3PRi1>

Challenge Yourself India 2013 Scholarship Competition by Swedish Institute: Sweden Institute is offering scholarships to study in Sweden at one of its best Universities like Chalmers University of Technology, Linköping University and Lund University!. Courses: Three (3) Tech Master's Programmes -- MSc Wireless Communication / MSc Statistics and Data Mining /MSc Communication Engineering. Prize: Scholarships will be handed out to winners of this competition to study in universities in Sweden! Indian students with Bachelor's in Science or Engineering or completing the course in by June 2013 are eligible. Last date to register: 11th Nov 2012. Details at <http://www.challengeyourself.in/index.html>

Positive Thinking

- “A man is but the product of his thoughts what he thinks, he becomes.” – Mahatma Gandhi
- “A person who has good thoughts cannot ever be ugly. You can have a wonky nose and a crooked mouth and a double chin and stick-out teeth, but if you have good thoughts they will shine out of your face like sunbeams and you will always look lovely.” — Roald Dahl
- “Change your thoughts and you change your world.” — Norman Vincent Peale
- “Every thought is a seed. If you plant crab apples, don’t count on harvesting Golden Delicious.” — Bill Meyer
- “It takes but one positive thought when given a chance to survive and thrive to overpower an entire army of negative thoughts.” – Robert H. Schuller
- “Look at everything as though you were seeing it either for the first or last time.” — Betty Smith
- “Once you replace negative thoughts with positive ones, you’ll start having positive results.” — Willie Nelson
- “People are zealous for a cause when they are not quite positive that it is true” — Bertrand Russell
- “Positive thinking will let you do everything better than negative thinking will.” — Zig Ziglar
- “Some people are always grumbling because roses have thorns; I am thankful that thorns have roses.” — Alphonse Karr
- “The best way to dispel negative thoughts is to require that they have a purpose.” — Robert Brault
- “The positive thinker sees the invisible, feels the intangible, and achieves the impossible.” — Author Unknown
- “When I examine myself and my methods of thought, I come to the conclusion that the gift of fantasy has meant more to me than any talent for abstract, positive thinking.” — Albert Einstein

Announcements

- Access the latest issue (Vol. 1 No. 2 of 2012) of CSI Journal of Computing at <http://csijournal.org/view-journal-current-issue.php>
- Access the Sep 2012 issue of CSI Communications at <http://www.csi-india.org/web/csi/ecomunications-september2012>
- Access the Aug 2012 issue of CSI Whizkidd at <http://www.csi-india.org/whizkidd/>
- Students may join IEEE and IEEE Computer Society, and get FREE access to the Computer Society Digital Library (CSDL) for only \$40. Visit <http://www.computer.org/portal/web/membership/home>
- To join CSI as a member, visit <http://www.csi-india.org/web/csi/membership>
- To join ACM as a member, visit <http://india.acm.org/#become-a-member>
- To join IEEE Computer Society as a member, visit <http://www.computer.org/portal/web/membership/join>
- If you are interested in talking on your area of competence at CSI chapters, pl. register as a distinguished speaker at <http://www.csi-india.org/web/csi/email>

ICT Events

- Alan Turing - Creator of Intellectual Currents. 6 – 7 Oct, 2012 at IISc., Bangalore. <http://lcm.csa.iisc.ernet.in/turing-event/>
- Alan Turing Year India Celebrations. 9 – 10 Oct, 2012 at IIT, Kanpur. <http://www2.cse.iitk.ac.in/~csemeet/turing/>

- Workshop on “Cyber Security & Malware Analysis “with hands-on Experience. 11-12, Oct 2012 at Bangalore. <http://www.theoxford.edu/cyber.htm>
- OSI Days - the Asia's Mega Open Source Convention. 12-14, Oct 2012 at Bangalore. <http://www.osidays.com/>
- Technical Workshop on Mobile Application Development using Android. 13th Oct 2012 at Chennai. Contact: 9884368428 / 9444267101. Email: adm.officer@csi-india.org / yogendra.gahlaut@csi-india.org
- Workshop on Certified Secure Java Developer (CSJD). 19-20, Oct 2012 at Mumbai. Contact: 022 29261734 / 29261730 / 9819089527 / 9664926800 or harsh@csimumbai.org / csimumbai@vsnl.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>
- Workshop on Microsoft SharePoint 2010 (Smart User). 25 - 26 Oct, 2012 at Mumbai. Contact: 09819089527, 09664926800. Email: harsh@csimumbai.org or info@csimumbai.org
- Certification Course on "Project Management 4.0". 25 – 28 Oct, 2012 at Mumbai. Contact: 09819089527, 09664926800. Email: harsh@csimumbai.org or info@csimumbai.org
- Hands-on workshop on Cloud Computing Security. 26 – 27 Oct 2012 at Mumbai. Contact: 09819089527, 09664926800. Email: harsh@csimumbai.org or info@csimumbai.org
- Workshop on Handling Workplace Conflict. 27th Oct, 2012 at Mumbai. Contact: 09819089527, 09664926800. Email: harsh@csimumbai.org or info@csimumbai.org
- 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/>
- Alan Turing Year India Celebrations - Teacher Training on "Simplification in Intelligent Computing Theory and Algorithms". 18- 20 Dec, 2012 at Bangalore. Contact: Dr. D.K. Subrahmanian, dksubra@gmail.com
- International Conference on Communication, Computing and Information Technology (ICCCMIT). 21-22, Dec 2012 at Chennai. <http://www.mop-vaishnav.ac.in/icccmit/> Contact: Ms. K.B.Priya Iyer, +91 9941904680. Email: icccmit@gmail.com
- National Conference on Business Analytics and Business Intelligence. 4-5 Jan, 2013 at Hyderabad. Contact: Ms. Shaheen, ph: 040 – 2709 8145, 09866666620. Email: shahmsc@ipeindia.org

ICT News: Voices & Views

- India and China account for 40% of the estimated 140 million net additions in mobile subscriptions across the world Q2 of 2012. Globally, mobile subscriptions reached 6.3 billion.
- Indian marketing analytics industry may touch \$1.2 b in 2020 - Nasscom.
- PC sales grow 16% in 2011-12 and 10.8 million PCs were sold. – MAIT.
- For every 10% increase in broadband penetration, the GDP in developing countries will increase 1.38% - World Bank.
- Internet subscriber base in India may reach 150 million by Dec 2012 – IAMAI and IMRB.
- Of the 13.8 million jobs created globally by 2015 because of cloud computing, two million will be in India – IDC.
- Telephone subscriber base declines for the first time. It fell by 20.71 million to 944.81 million in July 2012 from 965.52 million a month ago.
- Indian IT companies among 10 worst paymasters – MyHiringClub.com.
- It is estimated that over 42 million people in India fell victim to cybercrime in the past 12 months, involving \$8 billion in direct financial losses - Norton Cybercrime Report 2012.
- India beats China on Internet user additions. Adds 18 million against 14 million in China.
- iPhone5 is a handy tool for scammers - McAfee.
- Public cloud computing market to be \$109 billion globally – Gartner.
- Indian gaming industry to grow at 49% to touch \$830 million by 2012, against \$167 million in 2008 – Nasscom.
- Asia-Pacific BPO market set to touch \$9.5 b in 2016 – Gartner.
- Global firms will spend \$13-22 million on mobile marketing this year - TCS study.
- ‘Tape recorders, standard working hours, desktops heading for extinction’ – Survey by LinkedIn.
- ‘India’s enterprise software market to grow by 13.7% and to reach \$3.45 billion – Gartner.
- Despite a ban, use of pen drives is the main threat to cyber security in defence forces and is responsible for over 70% of such breaches – Army.

ICT News: Telecom, Govt, Policy, Compliance

- New radiation norms for mobile towers in place. Non-compliance to attract a penalty of Rs 5 lakh.
- DoT panel wants foreign players to set up local servers.
- Tata Comm and Airtel, who own 85% of the landing points under competition panel lens as fee charged by them is much more than global rates.
- DoT may set up unified licence regime in phases. The operators may have to pay a revenue share of 10% of their annual revenues under the ‘Metro’ category licence, 8% for ‘Circle B’ and 6% for Circle C.
- The Govt. has found 18,000 mobile phones having fake identity numbers.
- Consent for offering ISD services is a must. ISD facility for pre-paid mobile users only on demand - TRAI.

- Soon, the postman will knock with tablet in hand to carry out all transactions related to delivery of cash, banking activities and a few more.
- Mobile operators will be forced to increase tariffs following the increase in the diesel price.
- Govt evolves strategy to deal with social media misuse.
- 2G: BJP, Left firm on summoning PM, Chidambaram before JPC.
- Telecom rates may fall as TRAI cuts inter-operator fees.
- 15 gadgets (including video games and laptops/tablets) to brought under BIS Act.
- National IT Policy gets Govt nod; Aims to make 1 per family e-literate.
- Vodafone says ready to pay Rs 8,000 cr to settle tax dispute.
- Cabinet clears the policy which envisages the growth of the IT market from \$100 billion to \$300 billion and creation of additional 10 million jobs by 2020.
- Pitroda launches video call services; PCOs to be upgraded.
- E-commerce firms with FDI cannot sell products online – Govt.
- Mobile roaming charges will go next year – Sibal.
- Pitroda fumbles at first Twitter press conference.
- FinMin opposes a cess, proposed by IT Ministry on electronic products.

ICT News: IT Manpower, Staffing & Top Moves

- This year could be worse than 2008 with 40-50% drop in campus recruitment over the previous year - placement officers in engineering colleges.
- S. Mahalingam to continue as TCS ED for one more year.
- Xchanging, a LSE listed IT and BPO company opens a new centre in Shimoga SEZ and aims to hire 3,000 people by 2013.
- Ajuba to hire 400 by Nov 2012 for new Chennai unit.
- Vodafone to recruit visually impaired in call centres.
- Exterro plans to add 60 to 75 people in the next six months.
- Bill Moggridge, creator of first laptop computer in 1979, has died.
- Microsoft pushes for 20,000 more H-1B visas.
- Serco to expand Agra facility; hire 850 people.
- Nasscom working with BPOs to weed out fake CVs.
- MindTree to hire students from tier-II, -III cities.
- N.R. Narayana Murthy to be honoured with the Global Humanitarian Award.

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

- TCS is official IT partner for Berlin Marathon.
- To tap the fast growing ICT market of West Asia, 40 Indian ICT companies will participate in GITEX Dubai 2012.
- Google intensifying digital ad services for small biz.
- Google Maps unveils live traffic updates, free voice navigation in India.
- Microsoft Launches Windows Server 2012.
- iPhone5 launched in the US and a number of European countries; gets record 2 million iPhone 5 orders in 24 hours of its launch.
- 25 renewable energy firms bid for supplying power to tower firms.
- Oracle launches its Exalytics In-Memory Machine for analytical and performance management applications.
- Wipro featured on 'Carbon Disclosure Leadership Index'.
- Apple wins German patent case against Motorola.
- Asus announces PadFone, a device that combines a smartphone, a tablet and a laptop.
- Exchange old mobile phone for cash at ATM soon.
- BSNL to launch 'Fibre to Home' for high speed Internet.
- Insurance cover to protect Facebook, Twitter accounts.
- Google+ user base crosses 400 million.
- Smiley turns 30!.
- Google emerges as the world's most attractive employer, for the fourth consecutive year.
- 'In India, Windows 8 will be launched in 11 languages initially'.
- Developers achieve Guinness Record at Windows AppFest.
- Google's India hub is now the largest outside US.

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, Springer, Shroff Publishers & Distributors Pvt. Ltd and Universities Press have come forward to present these books to the winners of the Info Quiz.

Social Media Metrics Secrets: With this book, one can figure out whether or not your social media initiatives are working. The expert author John Lovett taps into his years of training and experience to reveal tips, tricks, and advice on

how to analyze and measure the effects of social media and gauge the success of your initiatives. He uses mini case studies to demonstrate how to manage social operations with process and technology by applying key performance indicators, and assessing the business value of social media. This book will be useful to anyone charged with growing the social media side of a business and to Web Analysts, Web Marketers and Web Developers. Author: John Lovett. Published by Wiley India Pvt. Ltd. Pages: 384. Price: Rs.499/=. More about the book at <http://goo.gl/wJAQg> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: abbhardwaj@wiley.com (This book is being given as a prize to the Info Quiz Winners)

Cracking the System Software Interview: This book is an insider's guide to cracking system software interviews in our IT industry. Also it's based on experience of the authors having conducted more than 500 interviews for leading product MNCs over the past 10 years. This book is distilled from practical knowledge of the system software interviews that actually happen in IT industry. The book presents a balanced coverage between practical programming and theory. The topics covered include: C programming – theory & Aptitude; Data Structures; Algorithms; Computer Architecture; Operating Systems; and Concurrency. It has provides two practice written test question papers and mock interview questions. This book will be useful tom students and your IT professionals aspiring for a systems software job in product based IT companies. Authors: Sandya Mannarswamy & S.G Ganesh. Published by Tata McGraw Hill Education Pvt Ltd. Pages: 216. Price: Rs. 225/=. More about this book at <http://goo.gl/wsh1j> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: Rekha_Dhyani@mcgraw-hill.com (This book is being given as a prize to the Info Quiz Winners)

Supply Chain Analytics with SAP NetWeaver Business Warehouse: Supply Chain Analytics is a critical lever enabling business managers with accurate and actionable insights on performance. This book revolves around the well-defined standard measures prescribed in the Supply Chain Operations Reference (SCOR®) model and procedure to capitalize the standard Business Content from SAP NetWeaver BW (SAP BW) for a rapid implementation. The Salient features include: Easy reference for rapid realization of Supply Chain Analytics; Explanation on supply chain processes and important KPIs from the SCOR® model; Detailed explanation of SAP Business Content (Extraction, Data Models, Queries); and Tips on deployment aspects (business case, estimation, resources, etc.). Ideal for SAP BW developers and Supply Chain professionals. Authors: Amol Palekar & Shreekant Shiralkar. Published by Tata McGraw Hill Education Pvt Ltd. Pages: 220. Price: Rs.495/=. More about this book at <http://goo.gl/fjx0u> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: Rekha_Dhyani@mcgraw-hill.com (This book is being given as a prize to the Info Quiz Winners)

Web Technology: Theory and Practice: This book introduces the keyset technologies that are currently used to create applications on web. It explains the principal HTML concept, the client-side used JavaScript and the server-side used JSP with relevant coding examples. Emphasis is given on XML with examples including XML Transformations (XSTL). Apart from this, the book also dwells into the alternatives to XML such as the JSON. The coverage includes: Ajax, Web services, Java basics and Java EE; Technologies such as HTML, CSS, JavaScript, Java, Java Servlets, and Web/App servers; real-time case studies; and 150 examples and 260 exercises. This book will be useful to UG & PG students of CSE/IT, IT architects and Business Mangers of IT companies. Author: M. Srinivasan. Published by Pearson Education. Pages: 392. Price: Rs. 299/=. More about the book at <http://goo.gl/dk1L2> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: john.mathews@pearson.com (This book is being given as a prize to the Info Quiz Winners)

Guide to Presentations: While many people avoid giving presentations or simply suffer through them, this book, with its clear, concise, and practical information, will help them understand how to prepare and practice in order to make presentations far less troubling. The subject is covered in two parts: The first part on Presentation Strategy deals with Analyze the Audience; Identify Your Intent; and Make the Most of the Message. The second part on Presentation Implementation deals with Structure the Content; Design the Visuals; and Refine Your Nonverbal Delivery. It is a great resource for all who need to develop their presentation skills. Authors: Mary Munter & Lynn Russell. Published by Pearson Education. Pages: 168. Price: Rs. 185/=. More about the book at <http://goo.gl/Mk5aH> Readers of CSI-eNL can get this book at 20% discount with free shipping. Contact: john.mathews@pearson.com (This book is being given as a prize to the Info Quiz Winners)

Interactive Decision Aids in E-Commerce: Interactive decision aids are tools that help online shoppers to compare and evaluate product information. Consumers can, for instance, exclude products that do not meet certain criteria, they can highlight certain information or they can assign ratings of different kinds. Interactive decision aids are important, because finding the preferred product in a short amount of time increases both the customers' satisfaction and, in turn, the sales volume. This book gives recommendations on which interactive decision aids to offer in webstores. It includes a detailed description of decision aids, closely studies how decision aids are related to the decision behavior of customers, and develops a comprehensive system of decision aids, which is very flexible, increases both customer satisfaction and confidence, and can be used intuitively. The close link between typical behaviors and the decision aids allows webstores to learn about customers' decision-making behavior by using a simple click stream analysis. This book also provides both practical recommendations and knowledge about consumer behavior. Author: Jella Pfeiffer. Published by: Springer. Hardcover. Pages: 248+xxii. Price: Euro. 99.95/=. For more about the book and to read a sample chapter pl. visit <http://goo.gl/wKOoc> (This book is being given as a prize to the Info Quiz Winners)

Drupal for Education and E-Learning: Social media in the classroom provide unique opportunities for teaching and learning. This book helps one to build a site in Drupal that incorporates the Web in the class to achieve specific learning goals. In clear, step-by-step instructions, one will learn how to build a site that is easy to use, easy to navigate, and supports the teaching and learning one wants to emphasize. It provides a step-by-step overview of how to work with Drupal to build a feature-rich learning environment. In this book, one will learn how to configure the default Drupal installation, and how to extend the site to include social bookmarking, a podcasting and video sharing platform, image sharing, and interactive discussions around rich media content. One will also learn how to organize the site so that, as learning occurs over time, he and his students will be able to track the work history. This book is for anyone looking to use Drupal to support teaching and learning and to use Drupal to publish social media. Author: Seiki Shimizu. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 404. Price: Rs. 400/- More about the book at <http://goo.gl/AHHsa> Readers of CSI-eNL, while ordering online, can get 25% discount with free shipping. Contact: mageswaran@shroffpublishers.com (This book is being given as a prize to the Info Quiz Winners)

Information Technology for Real World Problems: The role of information technology as a problem solver in multidisciplinary environments is exemplified in this book through a set of five state-of-the-art papers (Homology Modelling and Molecular Dynamics of Cyclin-Dependent Protein Kinases; Use of Information Technology for the Control of Vector-Borne Diseases; Knowledge Discovery Approach for Measurement of Mood Fluctuations; Signal Identification Based on Multiscale Decompositions; and Robots as Intelligent Machines) written by experts from various disciplines. It opens to the readers a window of opportunities for developing systems and solutions that can be applied in socially relevant situations. The objective common to all the papers is to develop an intelligent systems approach to decision making; the approach has been deployed in an interesting mix of domains—bioinformatics, health sciences, artificial intelligence and industrial automation. The book would be of interest to students, scientists and academics for the glimpse it provides of the exciting avenues of research that are of practical relevance to humankind. Editor: V. Sree Hari Rao. Published by: Universities Press. Pages: 300. Price: Rs. 750/=. For more about the book pl. visit <http://goo.gl/p67bl> (This book is being given as a prize to the Info Quiz Winners)

InfoQuiz-2012-10-01 (TWELVE Prizes to Win – FOUR Prizes of Rs. 500/- each and EIGHT books)

1. Name the event, recently, in Sep 2012, held at Bangalore which has set a new Guinness world record for "most participants in a software development marathon in one location"?
2. Recently, in Sep 2012, Sam Pitroda used ----- (social media) to hold his press conference meet.
3. Ultrabooks : Intel = Ultrathins : -----
4. Name the website from RBI which aids to find out the counterfeit currency.
5. Which smart phone is advertised as "Designed for Humans".

Email your answers by **31st Oct 2012** to csi.infoquiz@gmail.com with subject "**infoquiz-2012-10-01**". Please provide your name, designation, company/institution, full postal address (to send the prize) and the contact phone nos. after the answers. There are TWELVE prizes to win. TWO prizes of Rs. 500/= each by **SRA Systems** (www.srasys.com) and TWO prizes of Rs. 500/= each by **VictoryMind Educare Services**. EIGHT 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), **Tata McGraw Hill Education Pvt. Ltd** (www.tmhshop.com/), **Pearson Education** (<http://www.pearsoned.co.in>), **Springer** (www.springer.com), **Shroff Publishers & Distributors Pvt. Ltd** (www.shroffpublishers.com), and **Universities Press** (www.universitiespress.com) Answers along with the winners' info will be published in the next issue.

Answers & Winners of InfoQuiz-2012-09-01

- Alan M Turing, Tim Berners Lee, Ecuador, www.antiragging.in, www.ted.com
- Rs. 500/= from SRA Systems: C. Syamili (Malappuram) & Manish G Manure (Bangalore)
- Rs. 500/= from VictoryMind Edu Services: Aditya Avinash Shah (Sangli) & Vandana Tiwari (Sagar)
- Book from Wiley India Pvt. Ltd: S.Velsamy (New Delhi)
- Book from Tata McGraw Hill Education Pvt Ltd: Madhur Tewani (Ahmedabad)
- Books from Pearson Education: Madhuresh Singhal (Bangalore) & Maruthupandi Kathiresan (Chennai)
- Book from Springer: Rohini (Chennai)
- Book from Universities Press: Iranna Shettar (Bangalore)
- Book from Dr. L.N. Mittal: Sanjay Jain (Gwalior)
- Book from Shroff Publishers & Distributors: Sivaraj Ambat (Bahadurpally)

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