



# CSI eNewsletter

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**Information Economy Report 2011: ICTs as an Enabler for Private Sector Development:** This report illustrates that effective use of information and communication technologies in both the private and the public sector can significantly contribute to and accelerate progress in private sector development. Access this 164 pages report at <http://goo.gl/vifEh>

**Bromium - Micro-virtualization - a second-generation virtualization technology:** Micro-virtualization leverages hardware isolation to securely allow untrustworthy desktop tasks to safely coexist with trusted enterprise applications and data - minus the risk, all completely transparent to the end-user experience. This document at <http://goo.gl/CwCjG> provides an introduction to Bromium micro-virtualization and shows how it can be used to deliver powerful new benefits in security, manageability and trust, transforming end-point security, data loss prevention, patching and lifecycle management.

**VM Data Protection for Dummies:** VM Data Protection For Dummies is designed to help IT decision-makers figure out how to handle virtualization data protection in the most cost-effective and efficient way. In this 51 pages ebook at <http://goo.gl/fSsUw> you will learn in clear, concise language how virtualization changes an organization's backup needs, and how traditional backup solutions will — or won't — work with that technology. In addition, you will learn about a set of innovative solutions from Quantum that solve many of the problems inherent in virtual data protection.

**Six scenarios where the iPad is trouncing the PC:** TechRepublic's Jason Hiner has little use for an iPad. But he's pinpointed six areas where it's become people's preferred device and is disrupting the PC market. Read the full post at <http://goo.gl/muZKt>

**Mid-Year Checkpoint - Top 2012 Learning Trends:** Check out the five learning trends you may have seen companies avidly adopt in the past several months. Though not all new to 2012, the more familiar trends tend to focus on increasing the reach and potential of existing solutions so companies can leverage their existing systems instead of replacing them. Read the whitepaper at <http://goo.gl/tGY13>

**Road Ahead: Insight Based Approach Fueling 21<sup>st</sup> Century's Winners.** The early part of this century has gone into exploring the frontiers of a 'Solution Based Approach' to solving the customers' problems for gaining their business. While solution based selling is an evergreen concept, the greatest organizations of the 21st century are being rapidly built around their ability to unearth new & yet undiscovered needs of their target customers, creating a surge of requirement for newer experiences that take the world by storm and satisfying the same with breathtaking agility. Read the full post at <http://goo.gl/dpxVd>

**A high level of product or service quality is a necessity for any successful organization:** It is important to benchmark, the quality of product/service produced and also the processes to followed to achieve the same, to global best practices. Following ISO standards or CMMI methodologies and getting accredited with the corresponding certifications, enables organizations to not only reach high level of productivity by bench-marking themselves to global best practices, but also improves their performance potential in the market place, by providing their customers with a comfort level of being a quality player. Read the full post at <http://goo.gl/yT5Qu>

**10 simple rules for purchasing ALM software:** Follow these ten rules to get your Application Lifecycle Management (ALM) processes started on the right path. Whether you are buying for the first time or just replacing your current system, this whitepaper at <http://goo.gl/At66q> aims to provide concrete advice on buying and implementing an ALM system. Below we have condensed the information down and focused on what really matters, as well as what to avoid. Following these rules will allow you to confidently select and roll out a system that will meet your needs today, as well as offer you vital flexibility for tomorrow.

**Clearing the Clouds - Shining a Light on Successful Enterprise Risk Management:** Managing enterprise risk is a critical and growing discipline in leading organizations. Enterprise risk management (ERM) can mitigate the large scale damages from catastrophic events. Read this white paper from IBM at <http://goo.gl/FSU4J> to learn how to implement an ERM program, instill a culture prepared to deal with risk events, and learn from mistakes.

**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. Read the article at <http://goo.gl/mSWmY>

**Demystifying social media:** As the marketing power of social media grows, it no longer makes sense to treat it as an experiment. Here's how senior leaders can harness social media to shape consumer decision making in predictable ways. Read this in depth article at <http://goo.gl/LrzwD>

**The 9 Endangered Species in IT:** Darwinism is no stranger to IT. Given the pace of innovation, today's plum post is almost always one shift away from becoming tomorrow's pink slip. But the trends currently taking hold of IT organizations may have a broader impact on IT employment than we've seen in years. Here are nine of the most endangered species in IT, along with advice on how you can avoid becoming one of them. Details at <http://goo.gl/jfM8r>

**Alice -- An educational software that teaches programming in a 3D environment:** Alice is an innovative 3D programming environment that makes it easy to create an animation for telling a story, playing an interactive game, or a video to share on the web. Alice is a teaching tool for introductory computing. It uses 3D graphics and a drag-and-drop interface to facilitate a more engaging, less frustrating first programming experience. Details at <http://goo.gl/SlrUp>

**C11/C++11: Building blocks for the future:** C11 (formerly C1X) is an informal name for ISO/IEC 9899:2011, the current standard for the C programming language. It replaces the previous C standard, informally known as C99. This new version mainly standardizes features that have already been supported by common contemporary compilers, and includes a detailed memory model to better support multiple threads of execution. Due to delayed availability of conforming C99 implementations, C11 makes certain features optional, to make it easier to comply with the core language standard. Interesting things about C++11 are "making C++ easier to teach and learn" and "make C++ a better language for systems programming and library building.". Details on the article at: <http://goo.gl/7ka84>

**Survey: Trends in Mobile Collaboration Survey 2012:** Copiu Inc announced the results of its survey, conducted with International Marketing and Technology Solutions, Inc. (IMTS), the survey was designed to help IT decision makers determine the security and data risks of mobile collaboration. Key findings indicate more than fifty percent of the companies surveyed are now planning Mobile Productivity projects to allow employees to access, sync and share documents using mobile devices. The survey also reveals that the biggest challenges facing C-level executives and IT decision-makers in mobility are data security and compliance management. For the details of the info-graphics, visit <http://goo.gl/k2Bv7>

**The Little Data Book on Information and Communication Technology 2012:** This 250 pages data book illustrates the progress of ICT revolution for 216 economies around the world. It provides comparable statistics on the sector for 2005 and 2010 across a range of indicators, enabling readers to readily compare economies. It includes indicators covering the economic and social context, the structure of the information and communication technology sector, sector efficiency and capacity, and sector performance related to access, usage, quality, affordability, trade, and applications. The Glossary at the end contains definitions of the terms used in the tables. Details at <http://goo.gl/z0k5T>

**10 Key Questions to Assess Application Outsourcing Maturity:** As more companies look to external IT service providers to help them both innovate and optimize, many are initially surprised by the amount of change required for a relationship to work successfully -- issues that extend well beyond onboarding supplemental, temporary staff. Many companies think that the key to outsourcing success is selecting the right partner, but even the best partner will disappoint you if you are not prepared and organized for an outsourcing arrangement. Details at: <http://goo.gl/XXS1x>

**IT's 9 Biggest Security Threats:** Years ago the typical hacking scenario involved a lone attacker and maybe some buddies working late at night on Mountain Dew, looking for public-facing IP addresses. When they found one, they enumerated the advertising services (Web server, SQL server, and so on), broke in using a multitude of vulnerabilities, then explored the compromised company to their heart's content. Often their intent was exploratory. If they did something illegal, it was typically a spur-of-the-moment crime of opportunity. Today, hacking is all crime, all the time, complete with bidding markets for malware, crime syndicates, botnets for hire, and cyber warfare gone amok. Know these threats by visiting <http://goo.gl/LZhkN>

**Wiring the open-source enterprise:** Social technologies lie at the core of a new model that spurs user participation and speeds up product innovation. Read the full article at <http://goo.gl/2VZXB>

**Hiring scandal: How corrupt recruiters are cheating jobseekers, colleges and IT companies:** This story published in the magazine "Business Today" issue dt. 2<sup>nd</sup> Sep 2012 highlights the scale and magnitude of the corruption taking place in the recruitments in IT companies and campus placements. What it reveals are quite shocking. Read the full story at <http://goo.gl/73OaU>

**10 mistakes to avoid if you want a promotion:** Unfortunately, unless you open your own business, chances are high that you are going to have a boss for a rather large portion of your career. And chances are equally high that getting on the wrong side of said boss is not going to do your career any favors. While that certainly doesn't mean that you need to bring your boss a cup of coffee every morning, it does mean that you should probably avoid making any of the following mistakes. After all, you do want to be promoted, right? Details on the post at <http://goo.gl/67Kjz>

**Corporate leaderspeak: 'The Best advice I ever got':** Personal accounts of 50 of India's "wise" men and women - the country's biggest corporate leaders. Each one of them writes about the advice that worked for them. What is important to note is that they chose which advice they wanted to follow, and profited from it. Details of the post at <http://goo.gl/2VZXB>

**International Ipv6 Application Contest 2012:** The objectives of this contest are the generation of ideas and applications, which help determine how to introduce IPv6, the internet of the next generation, on a large scale and use it

effectively. The contest invites applications from three categories: 1. Applications And Implementations (with 1<sup>st</sup> prize Euro 10000/=); 2. Student Papers & Ideas with 1<sup>st</sup> prize Euro 1000/=); and 3. Best Practice. Submission Deadlines: October 24 2012. More info at <http://www.ipv6council.de/contest2012>

**Video: Digital Library NGN NKN:** Introductory lecture on Digital Libional Knowledge , Next Generation Network and National Knowledge Network . This extempore simple and lucid presentation by Professor S.V. Raghavan explores the innumerable possibilities of this exclusive network proposed to serve as a lifeline for virtual class rooms for universities and several organisations which are imparting training and involved in research.in all disciplines of education. Watch this 33 min video at <http://goo.gl/kaiSD>

**Video: WebPub Presents: Make IT Work! Using Web Engagement Management to Maximize Your Message:**

The web has grown in the past 15 years from simple text-based websites to complex interactive conversations. YouTube, blogs, wikis, RSS, Comments, Twitter, Facebook, Mobile Web, and countless other media compete for users' attention. What are all these channels? Are you using them effectively and efficiently? How do you integrate your offline and online communication strategies? Web Engagement Management (WEM) is a concept to bridge business processes and technology to manage content, conversations, and messaging to enhance your digital presence. Our presentation will discuss how to use WEM to make decisions to position your organization for the rapidly changing world of the web!. Watch this 45 min video at <http://mit.tv/zZl6pj>

**The Wife and the Window**

A young couple moves into a new neighborhood. The next morning, while they are eating breakfast, the young woman sees her neighbor hang the wash outside.

That laundry is not very clean, she said, she doesn't know how to wash correctly. Perhaps she needs better laundry soap. Her husband looked on, but remained silent. Every time her neighbor would hang her wash to dry, the young woman would make the same comments.

About one month later, the woman was surprised to see a nice clean wash on the line and said to her husband: "Look! She has learned how to wash correctly. I wonder who taught her this."

The husband said: "I got up early this morning and cleaned our windows!"

And so it is with life:

"What we see when watching others depends on the purity of the window through which we look. Before we give any criticism, it might be a good idea to check our state of mind and ask ourselves if we are ready to see the good rather than to be looking for something in the person we are about to judge.

**Cicero's philosophy**

Rome's (of the Roman Empire) Cicero's (106 - 43 BC) philosophy is still valid even today, for any country of our globe:

- |                                     |   |
|-------------------------------------|---|
| 1. The poor: work and work          | 7. The banker: robs all six                                 |
| 2. The rich: exploit the poor       | 8. The lawyer: misleads all seven                           |
| 3. The soldier: protects both       | 9. The doctor: kills all eight                              |
| 4. The taxpayer: pays for all three | 10. The undertaker: buries all nine                         |
| 5. The wanderer: rests for all four | 11. The Politician: lives happily on the account of all ten |
| 6. The drunk: drinks for all five   |   |

Not far from the truth even today !!

**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 Aug 2012 issue of CSI Communications at <http://www.csi-india.org/web/csi/ecomunications-august2012>
- 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. <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**

- Pan IIT Alumni Lecture Series-1 at Chennai during Aug-Sep 2012. <http://goo.gl/aw51G>
- Workshop on ARM Architecture and Embedded Programming. 15-16, Sep 2012 at Chennai. Contact: 9884368428 / 9444267101 or E-mail: [admn.officer@csi-india.org](mailto:admn.officer@csi-india.org) / [yogendra.gahlaut@csi-india.org](mailto:yogendra.gahlaut@csi-india.org)
- Case Study Based Workshop on Software Effort Estimation. 21st Sep 2012 at Mumbai. Contact: 9819089527 or [harsh@csimumbai.org](mailto:harsh@csimumbai.org)

- National Level Workshop on “Microsoft Windows Azure”. 21st Sep 2012 at Coimbatore. Contact: [shanthimathan@yahoo.co.in](mailto:shanthimathan@yahoo.co.in) / [xemacit@gmail.com](mailto:xemacit@gmail.com) Phone: 9629465995
- Career Enhancing Professional Certification - E-Waste Management Associate. 22-23, Sep 2012 at Chennai. Contact: 9884368428 / 9444267101 or E-mail: [admn.officer@csi-india.org](mailto:admn.officer@csi-india.org) / [yogendra.gahlaut@csi-india.org](mailto:yogendra.gahlaut@csi-india.org)
- UXINDIA 2012. 27-28, Sep 2012 at ISB, Hyderabad. <http://www.2012.ux-india.org>
- Project Management (PMBOK Guide Version 4.0). 27-30, Sep 2012 at Mumbai. Contact: 9819089527 or [harsh@csimumbai.org](mailto:harsh@csimumbai.org)
- Project Management for Sustainable Competitive Advantage. 28-30 Sep 2012 at Chennai. <http://www.pmi.org.in/conference2012/register.asp>
- 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/>
- 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/>
- 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](mailto:icccmit@gmail.com)

### ICT News: Voices & Views

- e-commerce sales grew to Rs 46,520 crore in 2011 as against Rs 31,600 crore previous year – IMAI.
- Attrition rate has fallen in IT, ITeS & BPO sector to 15-20% during the last six months as against 55-60% in the year-ago – ASSOCHAM.
- Social media users to boost domestic e-commerce market – IMAI.
- India, last choice as data centre hub. Ranked 29<sup>th</sup> in the 30 country “Data Centre Risk index”, a new indexing started by Cushman and Wakefield. US ranks 1<sup>st</sup> and followed by UK.
- Around 55% of young workforce in IT/ITeS are stricken with lifestyle disorders due to unhealthy eating habits, hectic work schedules, tight deadlines, irregular and associated stress - ASSOCHAM.
- Global spend on IT outsourcing services to reach \$252 billion in 2012 - Gartner.
- Cyber attack “Gauss” targets financial info of users.
- Verizon says 98% of threat to corporate data is external.
- Mobile commerce catching up in non-urban areas. The ratio between rural and urban buyers would be 1:10 right now but may go up to 6:10 over next two years - eBay.
- London Olympics, 2012, is being termed as the first ever ‘Socio-Olympics’.
- More women book tickets online – Survey by goibibo.com.
- Indian app software market will cross \$227 m in 2012, a 22.6% rise over 2011 – Gartner.
- Cloud, mobile, social media to drive businesses - Vishwanath Alluri, CEO, IMImobile.
- Globally, the information stored by all businesses is said to be 2.2 zettabytes and SMBs on an average have 563 terabytes of data - Symantec.
- Cloud computing market may grow 70% this year to \$909m – IDC.
- Indian smartphone users spend over 157 minutes daily on the mobile web - Nielsen.
- Operating costs for MNCs’ research centres operating in India fall 6% in FY12 and resulted a savings of \$70 billion in the last five years – Zinnov.
- 75% of rural users use Internet for entertainment – study by IMAI & IMRB.

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

- The Govt. will not censor or manage Internet content - Kapil Sibal.
- Mobile Banking Security Lab launched at Institute for Development and Research in Banking Technology, Hyderabad.
- TRAI to ask for import ban on phones with fake IMEI.
- Times Internet to conduct spectrum auction process.
- Competition panel investigating Google’s anti-competitive practices.
- Telcos may have to procure SIM cards, broadband modems and 16 other items from local manufacturers starting April 2013.
- July mobile subscriber addition (1.7 million users) lowest since 2005.
- BSNL loss stood at Rs 8,851 cr during last fiscal – Govt.
- Govt. bans bulk SMSes to stem riot fears. Lifts it on 30<sup>th</sup> Aug.
- MAIT pleads for easier e-waste disposal rules.
- Asia gets fastest (40 gigabits per second) undersea data cable system.
- Mobile operators comply with new radiation norms from September 1.
- Govt working with social media to prevent misuse of technology – Sibal.
- Govt. issues norms for e-governance, departments using social media.

- \$2-b Govt. fund proposed for electronics development.
- 2G: SC rejects petitions for CBI probe into Chidambaram role.
- IT hardware companies to get 10% subsidy for upgradation in AP.
- Supreme Court extends deadline for spectrum auction till Jan 11, 2013.

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

- Study by Naukri.com finds dip in hiring sentiment.
- Cisco Systems has given pink slips to 600 of its employees in India as part of its restructuring process.
- Top Indian IT companies plan to hire some 15,000 people for their Chinese operations.
- IT sector begins search for talent beyond engineering and management colleges.
- Online retailer KyaZoonga to hire around 60 people by this year end.
- Web hosting and domain name provider Go Daddy.com to recruit 60 in Hyderabad.
- Uninor in talks with telcos for re-appointment of its staff who will be retrenched.
- Microsoft India is carrying out a project called Kshamta (capacity), to improve the employability of retired Army jawans and aims to enhance their capacity and competence.
- Jodhpur boy selected among top global computer experts by Google for its 'Mentor Summit'.
- IT firms pick math, stats grads for number crunching.
- Gurnani is new MD for Tech Mahindra.
- Motorola Mobility to cut 4,000 jobs worldwide.
- IT firms unaffected as North-East people flee Bangalore.
- Kamal Nath to head Sify Tech.
- Mahindra Satyam staff to get 7-10% wage hike.

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

- Microsoft launches outlook.com, a web-based email service.
- Fujitsu NEC and NTT Docomo to develop and sell semiconductors for smartphone data transmissions.
- Dell commits to fund \$2.4m for CSR activities, over and above its spending of \$6.5m in the last few years.
- Airtel ordered to pay Rs 25,000 for harassing subscriber by demanding fresh documents to verify his six-year-old connection and then stopping outgoing calls.
- Micro Technologies (India) Ltd introduces Micr CallBlocker which can detect and block unsolicited calls and SMSs.
- Google to shut down Apps for Teams, Listen.
- Cognizant beats Infosys to emerge No 2 IT firm.
- Infosys launches cloud integration software solutions, Cloud Ecosystem Hub.
- Infosys selected for Rs 700 cr India Post project.
- Google to include people's Gmail in search results.
- HCL Info bags Rs 2,000-crore Aadhaar contract.
- Matrix offers free calls from US, UK.
- Google+ offers custom URLs for verified accounts.
- Tata DoCoMo creates the world's largest signage with a built-up area of 30,000 sq.ft. displaying the company's logo on a hill-side of the Pune-Mumbai Expressway.
- TCS Computational Research Laboratories (CRL) for Rs 188 crore.
- Infosys wins after a US court threw out a harassment charge filed by its employee.
- Samsung did not copy iPhone, says S. Korean court.
- Apple wins \$1 b in patent case against Samsung in US.
- An Android app deployed by PharmaSecure to keep tabs on fake medicines.
- Now, charge your phone by simply holding it through a new technology that turns body heat into electricity.
- Teracom launches tablet starting at Rs 3,999 on MTNL network.

### **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, Universities Press, and the author – Prof. L.N. Mittal have come forward to present these books to the winners of the Info Quiz.

**MIS: Managing Information Systems in Business, Government and Society:** This book focuses on - managerial decision making - informs the discussions on information technology and information systems, their use and management and their role in organizations. The examples presented are drawn from case studies in an Indian context. This book presents the subject matter in 16 chapters under three broad themes: MIS and Organizations; Fundamentals of IT and Social Aspects of IS. It also includes separate chapters on emerging areas such as Open Source Software, Social Networks, ICT for Development and e-Governance. The salient features of this book include: Learning Objectives and Summary for each chapter; Mind Map of chapter topics; Leading Case at the beginning of the chapters; Real-World Examples; Review and Research Questions; Glossary and Appendices providing Objective Type Questions and Online References. Targeted for the MBA, MCA students and working professionals. Author: Rahul De. Published by Wiley India Pvt. Ltd. Pages: 528. Price: Rs.479/=. More about the book at <http://goo.gl/ilQAR> 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)

**Red Hat Enterprise Linux 5.0:** Red Hat Enterprise Linux is an open source application platform built on Linux. This book guides the user from logging into Linux servers, working with basic commands and applications such as work processor, accessing the web browser etc. and proceeding towards Linux administration, file system, device management etc. Chapter objectives, summary, self –assessment with answers, screen shots, step-by-step methodology and explanations and test scenarios makes the understanding of the subject easier. It also includes about 500 questions with answers, helping students from an interview point of view. This book will be useful to freshers in the IT industry and Linux System Administrators and trainers. Author: Sasi Venkat. Published by Tata McGraw Hill Education Pvt Ltd. Pages: 432. Price: Rs. 450/=. More about this book at <http://goo.gl/PJdK9> 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 Networking: A Top-Down Approach:** Networking today involves much more than standards specifying message formats and protocol behaviors—and it is far more interesting. The authors, in this book, have described the emerging principles in a lively and engaging manner and then illustrated these principles with examples drawn from Internet architecture using top-down approach and focusing on Internet. The subject is covered in detail in chapters namely: Computer Networks and the Internet; Application Layer; Transport Layer; The Network Layer; The Link Layer and Local Area Networks; Wireless and Mobile Networks; Multimedia Networking; Security in Computer Networks; and Network Management. Chapter summaries, Homework problems and questions, Discussion questions, Programming assignments, Sidebars on principles in practice, Interviews with renowned innovators in the field of networking and an extensive list of references make this book unique. It is both a text & reference book. Authors: James F. Kurose and Keith W. Ross. Published by Pearson Education. Pages: 888. Price: Rs. 575/=. More about the book at <http://goo.gl/M4Jsn> 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)

**Guide to Managerial Communication: Effective Business Writing and Speaking:** This book is a concise and practical text for effective written and oral communication in a managerial, business, government, or professional context. The current eighth edition adds contemporary content throughout. The presentation of the content is brief, professional and readable. The contents of the book are presented in four main sections: “Communication” featuring strategies for communication, audience, message, channel choice and culture; “Writing” featuring techniques in writing, macro and micro issues; and “Speaking” featuring verbal aspects, visual aids, and nonverbal and listening skills; and “Reference” providing inputs on grammar and punctuation, and detailed bibliography. It is a great resource for all who need to achieve results through other people. Author: Mary Munter. Published by Pearson Education. Pages: 224. Price: Rs. 190/=. More about the book at <http://goo.gl/Tk7Bd> 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)

**Web Information Systems and Technologies:** This book contains the thoroughly refereed and revised best papers from the 7th International Conference on Web Information Systems and Technologies, WEBIST 2011, held in Nordwijkerhout, The Netherlands, in May 2011, organized by the Institute for Systems and Technologies of Information, Control and Communication (INSTICC), in collaboration with ACM SIGMIS and co-sponsored by the Workflow Management Coalition (WFMC). The conf. had five main tracks covering different aspects of Web Information Systems, including Internet Technology, Web Interfaces and Applications, Society, e-Business and e-Government, Web Intelligence and Web Security. The 12 papers presented in this volume were carefully reviewed and selected from 156 submissions. The papers are grouped into two parts on "Internet Technology" and "Web Interfaces and Applications". In addition, three invited presentations are also included. Editors: Joaquim Filipe and José Cordeiro. Published by: Springer. Pages: 221+xii. Price: Euro. 46/=. For more about the book pl. visit <http://goo.gl/I8BXV> (This book is being given as a prize to the Info Quiz Winners)

**Seven Languages in Seven Weeks: A Pragmatic Guide to Learning Programming Languages:** This book features seven programming languages with diff. models: Ruby & Scala – Object Orientation; Io – Prototype Programming; Prolog – Constraint-Logic Programming; and Scala, Erlang, Clojure, Haskell – Functional Programming. From this book, one will learn the dynamic typing that makes Ruby flexible and compelling, see how pattern matching in Prolog shaped the development of Scala and Erlang and discover how pure functional programming in Haskell is different from the Lisp family of languages, including Clojure, explore the concurrency techniques that are quickly becoming the backbone of a new generation of Internet applications find out how to use Erlang’s let-it-crash philosophy for building fault-tolerant systems, understand the actor model that drives concurrency design in Io and Scala and learn how Clojure uses versioning to solve some of the most difficult concurrency problems. For each language covered, one will solve a nontrivial problem, using techniques that show off the language’s most important features and also discover the strengths and weaknesses of the language while dissecting the process of learning the language—for example, finding the typing and programming models, decision structures, and how you interact with them. Author: Bruce Tate. Published by: Shroff Publishers & Distributors Pvt Ltd. Pages: 340. Price: Rs. 525/- More about the book at <http://goo.gl/iX7HI> Readers of CSI-eNL, while ordering online, can get 25% discount with free shipping. Contact: [rnageswaran@shroffpublishers.com](mailto:rnageswaran@shroffpublishers.com) (This book is being given as a prize to the Info Quiz Winners)

**Effective E-learning: Design, Development and Delivery:** This book deals with the fundamentals of content design, development and delivery. The subject is covered under three broad sections namely: “E-learning – the big picture” dealing with ICT and E-learning, An Overview of E-learning, and E-learning in India; “Holistic approach to design, development and delivery” dealing with Theoretical background, The Framework; and “Getting started with e-learning” dealing with Analysis, Design, Development, Delivery, Evaluation and Looking ahead. It also has a useful Glossary and appendices providing sample questionnaires on Learner analysis, Subject matter expert (SME), Content analysis and E-learning evaluation. It can serve as a textbook for the e-learning programmes run by diff. institutions. Content designers and developers in the corporate, academic, vocational and government domains can use it to develop e-learning course material. Author: Madhuri Dubey. Published by: Universities Press. Pages: 300. Price: Rs. 550/=. For more about the book pl. visit <http://goo.gl/p67bl> (This book is being given as a prize to the Info Quiz Winners)

**Applied Aspects of Educational Technology:** This book can be an aid to begin with to all those who take up teaching in Polytechnics and Engineering Colleges. Doyen academician Prof. (Dr.) L. N. Mittal as chief editor, author ship of the book includes judicious mix of few academicians and practicing engineers and business managers. The book adequately covers all the essentials aspects of teaching like, curriculum design, instructional methods, lesson planning, effectiveness of teaching, communication skills, expectations of employers etc. With uncontrolled mushrooming of Polytechnics and Engineering Colleges, vying with population explosion, finding persons with genuine interest and aptitude for teaching suddenly, in tens of thousands, is a far cry in wilderness. This comprehensive book will be a sufficient and necessary supplement for a one week induction training before the teachers face the students. This will also serve as a quick- fix reference to them. If one masters the contents of this book and puts those to practice, he/she will turn out to be an effective and efficient teacher, thus turning to be an asset to the institution. Final beneficiary of such a motivated teacher would be the students, the prospective engineers and captains of Industry, very much in need for the Nation. Pages: 127, Price: Rs.295/=, Published by: S.Chand & Co. More about the book at: <http://goo.gl/nFFyA>  
*Reviewed by: Dr. S. Sudharssanam, Additional Apprenticeship Adviser to GOI (Retd.) and Former Director (Education) CSI. (This book is being given as a prize to the Info Quiz Winners—Courtesy: Dr. L.N. Mittal)*

#### **InfoQuiz-2012-09-01 (TWELVE Prizes to Win – FOUR Prizes of Rs. 500/- each and EIGHT books)**

1. Who said this “A computer would deserve to be called intelligent if it could deceive a human into believing that it was human”.
2. Name the IT personality who was honoured in the opening ceremony at the recently held 2012 Summer Olympics at London .
3. ----- (country) has decided to grant diplomatic asylum to Julian Assange, the founder of WikiLeaks.
4. Kapil Sibal had recently launched an Anti-Ragging website/portal of UGC & Govt.of India. Name it.
5. Identify the popular website whose tagline is “Ideas worth spreading”.

Email your answers by **30<sup>th</sup> Sep 2012** to [csi.infoquiz@gmail.com](mailto:csi.infoquiz@gmail.com) with subject **“infoquiz-2012-09-01”**. 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](http://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](http://www.wileyindia.com)), **Tata McGraw Hill Education Pvt. Ltd** ([www.tmhshop.com/](http://www.tmhshop.com/)), **Pearson Education** (<http://www.pearsoned.co.in>), **Springer** ([www.springer.com](http://www.springer.com)), Shroff Publishers & Distributors Pvt. Ltd ([www.shroffpublishers.com](http://www.shroffpublishers.com)), **Universities Press** ([www.universitiespress.com](http://www.universitiespress.com)) and **Prof. L.N. Mittal**. Answers along with the winners’ info will be published in the next issue.

#### **Answers & Winners of InfoQuiz-2012-08-01**

- Linux For You, Apple, Internationalization, Israel, Asus
- Rs. 500/= from SRA Systems: Monark Shah (Indore) & Ashutosh Bhargave (Nashik)
- Rs. 500/= from VictoryMind Edu Services: Jatinder Bhola (Kapurthala) & Ashish Khare (Gwalior)
- Book from Wiley India Pvt. Ltd: Vikas Anand (Navi Mumbai)
- Book from Tata McGraw Hill Education Pvt Ltd: S. Meenubharathi (Coimbatore)
- Book from Pearson Education: Pradeep Kumar (Mathura)
- Book from Springer: B Parvathy (Chennai)
- Free access to “Business Book Summaries” for one month from [www.bizsum.com](http://www.bizsum.com) / Ebsco Publishing: V. Praveen Kumar (Hyderabad) & M. Srinivasu (Visakapatnam)

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