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## Java For Artists: The Art, Philosophy, And Science Of Object-Oriented Programming

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- Y. Daniel Liang, *Introduction To Java Programming, Comprehensive*. 5th Edition, Prentice Hall, 0131489526, \$98.00, Paper
- Walter Savitch, *Java: An Introduction To Problem Solving And Programming*,. 4th Edition, Prentice Hall, 0131492020, \$98.00

### Description:

- *Java For Artists* targets both the undergraduate computer science or information technology student and the practicing programmer. It is both an introductory-level textbook and trade book.
- As a textbook it employs learning objectives, skill-building exercises, suggested projects, and self-test questions to reinforce the learning experience. The projects offered range from the easy to the extremely challenging. It covers all the topics readers expect to find in an introductory Java programming textbook and then some.
- As a trade book it goes purposefully deeper into topics cut short or avoided completely in most introductory textbooks. Its coverage of advanced GUI programming techniques, network programming and object-oriented theory enables readers to take their skills to a higher level.

### Marketing Plans:

- Publisher website and *Java For Artists* title information submitted to Web search engines.
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- Author promotes book at IEEE and ACM chapter speaking engagements.
- Direct mailing campaign to Borders and Barnes and Noble store managers.

### Sales Handles:

- All code examples were compiled and executed before being used in the text.
- Supplemental CD-ROM included.
- CD-ROM includes Java SDK versions 1.4.2 and 1.5 for Windows and Linux computing platforms. This eliminates the need for buyers to have a high-speed internet connection to install a copy of the Java development environment.
- CD-ROM includes answers to all self-text questions, all code-examples, and the PDF edition of *Java For Artists*.
- Both authors are Sun Certified Programmers and Developers.
- Both authors work as Java programmers in the defense intelligence industry.

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