

Apress Inc. Announces New Partnership with Safari Books Online



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Press Release Summary: Apress announces the agreement to include Apress and friends of ED titles in Safari Books Online, a premier on-demand digital library, as part of its continued commitment to supporting the needs of its technology professionals.

Press Release Body: Berkeley, CA—October 13, 2008—**Apress** announces the agreement to include **Apress** and **friends of ED titles in Safari Books Online**, a premier on-demand digital library, as part of its continued commitment to supporting the needs of its technology professionals.

The availability of **Apress and friends of ED books to Safari Books Online** subscribers is a key part of Apress' ongoing commitment to providing high-quality information to its readers in the ways they need and want. **Safari Books Online** is a widely popular service that will provide flexible, on-demand access to Apress books on a subscription basis. Apress is pleased to be joining an elite group of business and technology publishers whose titles are available to Safari customers.

According to **Paul Manning, President of Apress**, "...Safari's client base is a perfect match with Apress' content. We've heard from many friends and customers recently that they wanted Apress books available on the Safari Platform. In the end, that feedback, that message, is what drove the partnership. We also believe that this is great exposure for our authors, and that is a core value at Apress."

70 **Apress** and **friends of ED** titles have been available for download at Safari Books Online since October 2008, and Apress is looking forward to feedback on other titles to offer going forward. Currently available titles include:

Founders at Work by Jessica Livingston
CSS Mastery by Andy Budd
Microsoft SharePoint: Building Office 2007 Solutions in C# 2005 by Scot P Hillier
Pro Spring 2.5 by Jan Machacek et al.
The Definitive Guide to Django by Adrian Holovaty and Jacob Kaplan-Moss
Pro C# 2008 and the .NET 3.5 Platform by Andrew Troelsen
Practical Common LISP by Peter Seibel

Mark Brokering, Director of Content Management and Acquisitions for Safari Books Online, explains why **Apress** is a great fit for **Safari**: *"We are very pleased that we can now offer Apress' prestigious line of technical books to our subscribers. We've had so many requests for their titles over the years—and for good reason. Apress has an outstanding editorial team with a well-earned reputation for publishing high-quality books on important topics on which reliable information is hard to come by."*

Apress' entire list of published books has been available in PDF eBook format since 2005 via the Apress eBookshop, <http://eBookshop.apress.com>, and will continue to be sold direct from the publisher.

About Apress: Apress is a technical publisher devoted to meeting the needs of IT professionals, software developers, and programmers, with more than 700 books in print and a continually expanding portfolio of publications. Apress provides high-quality, no-fluff content in print and electronic formats that help serious technology professionals build a comprehensive pathway to career success. Apress and friends of ED are part of Springer Science + Business Media. Read more at <http://www.apress.com/info>.

About Safari Books Online: Safari Books Online (www.safaribooksonline.com), founded in 2001 as a joint venture of pre-eminent technology publishers O'Reilly Media Inc. and Pearson Education, is the leading on-demand digital library, providing access to thousands of books, manuscripts, short topics, articles and instructional videos from the world's thought-leaders in business and technology innovation. Safari Books Online empowers technology professionals, software developers, web designers, and business and creative professionals to quickly and easily search for reliable, definitive answers to mission-critical questions. Learn more at <http://www.safaribooksonline.com/company/company.php>.

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