

Product Profile

NeXT On Your Desk: An Introductory Guide to Using the NeXT Computer

Author: Michael B. Shebanek

Title: NeXT On Your Desk: An Introductory Guide to Using the NeXT Computer

Electronic Component: Diskette

Estimated Price: \$34.95

ISBN:

Projected Bound Book Date: February 1993

Length: 368 pages

Trim Size: 7 x 9 1/4"

Special Features:

- o the most up-to-date book published describing the NeXT computer, including NeXTSTEP version 3.0
- o designed and written with the novice and potential NeXT user in mind, particularly Mac and PC converts
- o book focuses on commands, tools and applications, all of major importance to new users
- o NeXTSTEP 3.0 graphical user interface described in detail for novice and intermediate users

o diskette included with book contains variety of software tools most important for new NeXT users

Primary Market:

NeXT machine users and prospective NeXT buyers. Of particular interest to Mac and PC converts.

Book Information:

The NeXT machine, since its introduction several years ago, has made steady gains in sales within the educational and science professional marketplace. Recently NeXT machines have also made serious inroads in the business and government productivity markets. Prices of the machines are falling and the hardware, software and operating systems programs devised for the NeXT platform have been considerably improved. Above all, the NeXT machine and its unique UNIX operating system have received "rave" reviews from their buying clientele, which is the "true" test of any serious computer.

Shebanek's book, scheduled for publication only months after the roll-out of NeXTSTEP 3.0 and some new NeXT hardware, should be perfectly placed to play off these events and appeal to a large crowd of potential new users for NeXT machines, including those Intel 486 (PC) users who can now set up the NeXTSTEP 3.0 Object-Oriented Operating System on their DOS-based computers. As of this writing, there is no direct competition for Shebanek's book. The few books which do exist, are dated. Thus the stage is set for a well-written, up-to-date book with accompanying software tools that introduces new users to the NeXT philosophy, the machine and the NeXT platform software. The author, Mike

Shebanek, draws upon his years of experience as a computer analyst and programmer to lead readers step-by-step into the NeXT world.

Author Information:

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