

[View in browser.](#)**O'REILLY****Newsletter**

January '11 Issue:

- [Enter for a Chance to Win Your Wish List](#)
- [News & Commentary](#)
- [Upcoming Webcasts](#)
- [Earn Your IT Certificate in 2011](#)
- [Featured Video](#)

New Books & Videos:



Mining the Social Web



iOS 4 Programming Cookbook



vi and Vim Editors Pocket Reference
Second Edition

**Buy 2 Books,
Get the 3rd FREE**

Use discount code "opc10"
All orders over \$29.95 qualify for
free shipping within the US.

Programming Python
Fourth Edition

Enter for a Chance to Win Your Wish List

O'Reilly Media titles to help you start a new year

O'Reilly is here to help you ease into the New Year with a special month-long promotion. Simply compile a wish list of O'Reilly titles - print or ebook or video or all - that you'd like to own, totaling up to **\$500 in value**. Post that list online

(your blog, your Facebook page, etc.), and [send us the link](#) by 11:59pm PST on Tuesday, Feb. 22, 2011. One lucky person will receive the titles on his or her list. [More information](#).



O'Reilly News & Commentary

New geolocation app connects citizen first responders to heart attack victims

By [Alex Howard](#)

A new iPhone app will dispatch trained citizens to help others in cardiac arrest. The app is the latest evolution of the role of citizens as sensors, where resources and information are connected to those who need it most in the moment.

[Read more.](#)

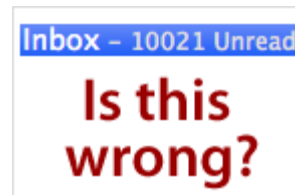


Open question: What's the point of inbox zero?

By [Mac Slocum](#)

I have more than 10,000 unread messages in my inbox, and I think I'm okay with that. But am I missing something by not pursuing "inbox zero"?

[Read more.](#)



Can open source reinvent the music business?

By [Jono Bacon](#)

Chart success would be nice, but Severed Fifth has a loftier goal than most bands. They want to use hallmarks of the open source movement - specifically, community involvement and free distribution - to change the music business.





The Facebook Marketing Book



Windows Phone 7 Developer Guide



HTML5 Step by Step



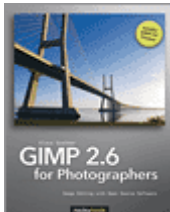
Microsoft Outlook 2011 for Macintosh Step by Step: Rough Cuts Version



Microsoft Dynamics CRM 2011 Step by Step



Network Your Computers & Devices Step by Step



GIMP 2.6 for Photographers

Take Control of iPhone and iPod touch Networking & Security, iOS 4

[Read more.](#)

Getting started with HTML5 mobile web development

HTML5 mobile development promises to be a big growth area in the years ahead because the learning curve is relatively minor. As [HTML5 Mobile Web Development](#) instructor Jake Carter notes in the following interview, you don't need extensive programming experience to get going. [Read more.](#)



More from O'Reilly Answers:

- [How to decide between RDBMS and Cassandra](#)
- [Items you should have on hand when building your own PC](#)
- [10 tips for Android application development](#)
- [How to change the look of Outlook](#)

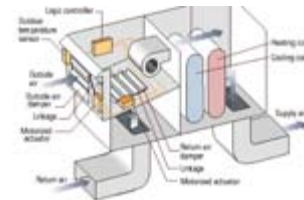
Share knowledge, ask questions on [O'Reilly Answers](#) today.

Strata Week: Data centers

By [Julie Steele](#)

This week, we look at the problem of too much government data, and companies beginning to build air-economized data centers (some in barns!). Plus: a few suggestions for pre-Strata reading on big data.

[Read more.](#)



Suggestion for Amazon: Open source the Kindle apps

By [Joe Wikert](#)

Joe Wikert has some advice for Amazon: Turn the Kindle apps into open source projects and enlist the help of the community to enhance and improve them. [Read more.](#)



Upcoming Webcasts - Meet Experts Online

Inside Google eBooks: The Platform, Partners and Titles

A Free Live Webcast - Feb 3 @ 10AM PT

Google eBooks is a device-agnostic e-commerce platform that helps publishers, authors and retailers reach new, connected readers. Two months since launch, what does Google eBooks mean to you? Test your know-how, refresh your memory and learn the latest about the web reader, apps, retail and reader



2nd Edition



Microsoft Excel 2010: Data Analysis and Business Modeling
Third Edition



Creating List-Based Apps in App Inventor



Connecting to Web Data & APIs with App Inventor



Crap Detection 101: How to Distinguish Good and Bad Information Online



Software Testing Foundations
Third Edition



HTML5 and CSS3
(Pragmatic Bookshelf)

Inside the Microsoft Build Engine

trends from Google. The fact-filled presentation will be followed by a lively and interactive Q&A session.

[Register for the webcast now.](#)

More upcoming webcasts:



How Sharding Works

Presented by [Kristina Chodorow](#)

February 4, 2011 @ 10 PT

Check out our [Webcast page](#) for on-demand videos of past webcasts and more upcoming live events.



Earn Your IT Certificate in 2011

Final Days to SAVE 35% with this Exclusive Email Offer

"I embarked on the OST Certificate program to build confidence and sharpen my skill-set. I have only completed the first two courses and already have my first client..."

Trip from Washington

We offer certification on Python, Perl, Database and Linux/Unix administration, Java, PHP/SQL, client-side, Web, .Net, and Open Source programming. We provide you with tutorial-style content and Learning Sandbox containing easy-to-use, real, and open environments. Your instructor coaches you with feedback and encouragement throughout.



Enroll Now and Save 35%

Use promo code **email0112**. This exclusive email offer expires 1/31.

Featured Video: David Pogue's "Making Stuff" NOVA series

New York Times technology columnist and creator of the [O'Reilly Missing Manuals](#) book series David Pogue is hosting a new four-part series called "Making Stuff," which airs on PBS today, January 19th.



Second Edition

[More New Books >](#)



Spreading the knowledge of innovators

oreilly.com

You are receiving this email because you signed up to receive announcements about O'Reilly products and promotions. To ensure delivery to your inbox (not bulk or junk folders), please add oreilly@post.oreilly.com to your address book. To change your newsletter subscription options, please visit elists.oreilly.com. [Forward this announcement to a friend.](#)

To unsubscribe from all email announcements from O'Reilly, [click here](#).

O'Reilly Media, Inc. 1005 Gravenstein Highway North, Sebastopol, CA 95472 (707) 827-7000

`{\if {\opt_out_link} {}}`