

November 2013

Publisher's Profile/ Prentice Hall

Mike Markwith
The Faxon Company

Follow this and additional works at: <http://docs.lib.purdue.edu/atg>



Part of the [Library and Information Science Commons](#)

Recommended Citation

Markwith, Mike (1992) "Publisher's Profile/ Prentice Hall," *Against the Grain*: Vol. 4: Iss. 5, Article 13.
DOI: <https://doi.org/10.7771/2380-176X.1286>

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.



Publisher's Profile

Column Editor: **Mike Markwith** (The Faxon Company)

Professional Technical Reference Prentice Hall

The Professional's Choice

113 Sylvan Avenue, Route 9 W
Englewood Cliffs, NJ 07632
TEL: (201) 816-4102
FAX: (201) 816-4146

Contacts:

Logan Campbell — President
Timothy Moore — VP, Director of Marketing
George Colbert — VP, Director of Sales
Bernard Goodwin — VP, Editorial Director
John Chambers — Library Marketing Manager

Vital Statistics:

1992 Books published/distributed by PTR Prentice Hall: 250/1,500

PTR Prentice Hall is a unit of Simon & Schuster, the publishing operation of Paramount Communications Inc., and is a leading publisher of books and documentation in computer science and electrical engineering, with an emerging presence in science and engineering.

PTR Prentice Hall is an established leader in • C programming, • UNIX, • software engineering, • object-oriented programming, • communications, and electrical engineering, including: • digital signal processing, • microprocessors, and control systems.

Most of PTR's works are written by leading authorities in their fields including Maurice Bach, Douglas Comer, Brian Kernighan, Bart Kosko, James Martin, Bertrand Meyer, Alan Oppenheim, P.J. Plauger, Dennis Ritchie, Marshall Rose, Richard Stevens, Andrew Tanenbaum, Edward Yourdon, and other world renowned authorities.

Working in partnership with key companies and foundations, PTR Prentice Hall publishes books and documentation for UNIX System Laboratories, Texas Instruments, SunSoft, Sparc International, Open Software Foundation, Motorola, MIPS (recently acquired by Silicon Graphics), Fujitsu, Digital Equipment Corporation, and many others.

PTR Prentice Hall manages the marketing and sales/distribution to the retail, wholesale, and library markets for the following Simon & Schuster units and imprints: • Allyn & Bacon • Appleton & Lange • Cambridge • Ellis Horwood • James Martin Books • Longwood • National Publishers • New York Institute of Finance • Prentice Hall • Prentice Hall International • Regents/Prentice Hall • SunSoft Press • Yourdon Press, and distributes to these channels products published by: • Digital Press • Fairmont Press • maranGraphics • R & D Publications • UNIX Press. In addition, PTR Prentice Hall sells overseas through Prentice Hall International.

PTR Prentice Hall is thoroughly committed to electronic manuscript management and production and other technological innovations which speed these timely books to market.