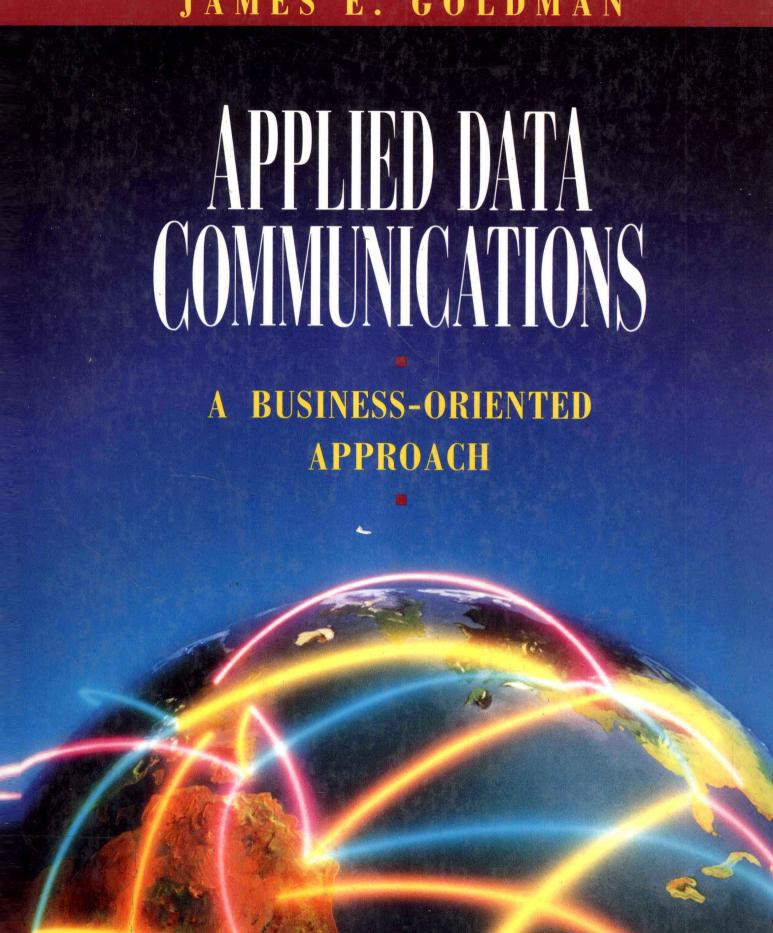
JAMES E. GOLDMAN



APPLIED DATA COMMUNICATIONS A BUSINESS-ORIENTED APPROACH

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Preface THE GROWING IMPORTANCE OF DATA COMMUNICATIONS As the business climate of the 1990s continues to evolve, many of the outcomes of this evolution point to an increasingly strategic role for data communications and networking. Increased emphasis on productivity, the dawn of the mobile professional, the flattening of managerial hierarchies, and the downsizing of corporate information systems all depend on well-designed corporate networks to varying degrees. As a result, there has been a corresponding increase in the demand for data communications professionals fluent in both the language of business as well as the language of data communications technology. THE NEED FOR THIS BOOK Although several business data communications books have been written, none have placed an on-going emphasis on business orientation as concepts and technology change. None have equipped the student with thinking models through which data communications can be viewed objectively as technology inevitably changes in the future. That is where this book succeeds. By equipping students first with the analytical models with which to organize data communications and networking requirements as well as the functionality of currently available technology to meet those requirements, this text teaches students how to do data communications analysis and design from a business-oriented perspective rather than merely telling students about data communications concepts and technology. **UNIQUE FEATURES OF THE BOOK Business Orientation** This book starts by familiarizing the student with the forces at work shaping the data communications industry, allowing the student to become an informed player, rather than a victim, of this technology-dominated industry. Realizing that the data communications industry itself is a product of interacting business forces is but a first step toward an awareness of the business orientation of data communications and networking analysis and design.

Thinking Models

Second, the text introduces students to key thinking models such as the top-down model and the Input-Processing-Output model that will be used throughout the text as tools for effective data communications and networking analysis and design. As introduced in Chapter 1, the top-down model forces data communications and networking systems to be viewed from the perspective of the information systems and

business objectives which those networks are required to support. Business objectives are discussed first, and final systems designs are always evaluated in terms of their ability to meet stated business objectives. As new data communications concepts and technology are introduced throughout the text, they are continually evaluated as to their proper application through the use of the top-down model.

Business Cases

A real-world, practical approach to the industry is supported by the inclusion of business cases from professional periodicals in the text. Students are required to take real-world examples of implemented networking solutions and apply the facts of the case to the top-down model. In doing so, students are able to evaluate delivered networking functionality in terms of the implemented system's ability to deliver on stated business objectives. Additional questions are asked of the students as a means of gaining insight into objective evaluation of real-world networking solutions. In this way, students gain familiarity with the current trends in business data communications with the assurance of explanations and supporting conceptual material supplied by the text.

Abundant Diagrams

The text is generously endowed with over 360 diagrams illustrating real-world implementations and effective application of networking technology. The diagrams clearly illustrate how business problems are solved in real-world applications with the proper deployment of technology.

Process-Oriented Writing Style

The writing style of the text lends itself well to familiarizing the student with a process-oriented approach to data communications analysis and design. Problems or obstacles to implementation are clearly identified and then investigated and addressed in a logical manner. In this way, students are able to build problem-solving skills and practical thought processes by following the problem-solving logic I have mapped out. The book is easy to read while still serving as a comprehensive technical reference.

☐ ORGANIZATION

Data communications means many different things to different people. As a result, course content of data communications courses varies widely among institutions due to instructor background, department philosophy, laboratory and technology availability, and other factors. This text contains an abundance of material for a first course in data communications regardless of course orientation. The book has been designed so that you can choose the chapters that best fit your course outline. Remaining chapters may prove to be interesting supplementary reading for students, or may even support a different course in data communications. It is my hope that the book will serve as a desk reference for data communications professionals, providing at least a starting point for solving a wide variety of data communications opportunities with a top-down, business oriented approach.

☐ SUPPLEMENTS

Instructor's Manual

The instructor's manual for this text has been specially prepared to offer additional background information for instructors who may not possess a great deal of indus-

try experience in data communications. Teaching tips and annotations on diagrams included in the text offer suggested structure for lectures.

Technology Review sections for most chapters offer practical information on real-world data communications and networking technology associated with concepts covered in each chapter. Specific page number cross references to data communications technology catalogs such as Glasgal Communications' Network Products Directory and Black Box Corporation's Black Box Catalog are included in all Technology Review sections.

Articles reprinted from professional periodicals such as Network World and LAN Times are also included as supplementary material in the Instructor's Manual. These articles represent concrete examples of "tools of the trade" for the data communications professional. These articles can be shared with students or be used as background material for preparation of lectures. Suggested additional references for background information are also included for each chapter.

Suggested answers to end-of-chapter review questions and business case study questions are included in the instructor's manual as well.

Computerized Test Bank

In addition to the over 700 review questions included in the text, a computerized test bank with over 700 additional questions is available. Question styles are varied, including multiple choice, true/false, fill-in-the-blank, and short answer.

Multimedia Technology Supplement

A multimedia supplement that explains and illustrates key concepts and technology associated with each chapter is available on 3.5" diskettes. This supplement is especially useful for data communications courses that lack a laboratory equipped with actual technology to be examined. For example, after the concepts of modulation and demodulation are illustrated, modems and their proper implementation are illustrated in detail.

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