Raspberry Pi For Dummies   2nd Edition

Sean   McManus

WHY TO BUY

Updated for the Rev 3 board, *Raspberry Pi For Dummies 2e* will guide beginners as they embrace this exciting new technology.

For Dummies®
An Imprint of
WILEY

Author biography

Sean McManus (Uxbridge, UK) is a co-author of *Raspberry Pi For Dummies*. His previous books include *Microsoft Office for the Older and Wiser, Social Networking for the Older and Wiser* and *iPad for the Older and Wiser*.

Mike Cook (Manchester, UK) is the co-author of *Raspberry Pi For Dummies* and *Raspberry Pi Projects*. A former Lecturer in Physics at Manchester Metropolitan University, Mike patrols the forums as Grumpy Mike, though he is anything but!

Sales handles

- **Two million Raspberry Pis sold** -- The public has embraced the Raspberry Pi, the £15/$25 computer the size of a credit card.

- **Updated for the new board** -- The Rev3 board continues the growth of the Raspberry Pi. *Raspberry Pi For Dummies 2e* also adds information about Noobs, PiStore and PiWrite, and a whole host of other material.

- **Expert Authors** -- Sean McManus is a veteran tech writer adrenalized by the Raspberry Pi's capabilities. Mike Cook has made for himself as a tech author and a hardware hacker.

- **Wiley Lead The Way** -- Wiley is the market leader when it comes to Raspberry Pi books, with full support from the Raspberry Pi Foundation.

About the topic/technology

Raspberry Pi is a UK Non Profit with the goal of creating a new generation of computer programmers. Observing how the UK Tech Industry was kickstarted by the availability in the 1980s of relatively cheap, very programmable computers such as the ZX81, the Commodore and the BBC Micro, the Raspberry Pi Foundation designed a £15/$25 computer which encourages the user to play and to learn. Although intended for schools, it has also been adopted by hackers and geeks, and a whole ecosystem of software and hardware is being built around the Pi. With two million boards now sold, the goal of the Foundation is well underway.

Market description   (Please include secondary markets)

Primary market:
Raspberry Pi For Dummies 2e will appeal to the two million Raspberry Pi purchasers who bought a Pi and want to learn how to use it
Secondary market:
It will also appeal to the many hardware geeks, hackers and hobbyists who want to make the most of their Raspberry Pi.

Raspberry Pi For Dummies 2nd Edition

Sean   McManus

About the book

Revised for the release of the Rev3 board, *Raspberry Pi For Dummies 2e* contains everything the reader needs to know to get up and running on the Raspberry Pi. Written by veteran tech authors Sean McManus and Mike Cook, the book shows you how to:

* Download and install the Operating System
* Connect the Raspberry Pi to other devices -- keyboard, mouse, monitor
* Learn basic Linux System Admin
* Install and remove software
* Use the installed applications
* Learn to program with Scratch,Python and Minecraft
* Learn electronics to create simple hardware projects

The new edition will also cover Noobs, PiStore and making music with SonicPi. *Raspberry Pi For Dummies 2e* will be the ideal companion when starting out with the Raspberry Pi.

Marketing

• PR/Blogger reviews
• Social Media outreach
• Maplins placement
• Amazon Dummies Store promotion
• Promotion at Hackers/Maker Faires
• raspberrypi.org

Competition top three (Title; Author; ISBN; Price; Pub Date; Net Sales; Publisher; Comments)

•
• **Programming the Raspberry Pi: Getting Started with Python/** Simon Monk, 9780071807838, McGraw Hill, 192pp, $15/ £10.99, Bookscan Lifetime - 8254
• **Getting Started with the Raspberry Pi/** Matt Richardson and Shawn Wallace, 9781449344214, O'Reilly, 180pp, $14.99/ £11.5, Bookscan Lifetime - 5042 **Learn Raspberry Pi with Linux/** Peter Membrey, David Hows, 9781430248217, APress, 280pp, $29.99/ £17.5, Bookscan Lifetime - 1302

1-118-55421-3/9781118554210 Raspberry Pi For Dummies

Related titles (Add sales information)

Raspberry Pi Projects/ Andrew Robinson, Mike Cook, 9781118555439, Wiley, 350pp, $21.99/ £14.99, NYP
Raspberry Pi User Guide/ Eben Upton, Gareth Halfacree, 9781118464465, Wiley, 250pp, $19.99/ £12.99, Bookscan Lifetime - 15208, Wiley Lifetime - 67934
Raspberry Pi For Dummies/ Sean McManus, Mike Cook, 9781118554210, Wiley, 384pp, $24.99/ £17.99, Bookscan Lifetime - 2458, Wiley Lifetime -- 9755
Raspberry Pi Projects For Dummies/ Mike Cook, 9781118766699, Wiley, 384pp, $24.99/ £17.99, NYP **Teach Yourself VISUALLY Raspberry Pi**/ Richard Wenkt, 9781118768198, Wiley, 320pp, $29.99/ £21.99, NYP