**Product Information: Guidelines for Everyone**

**Why does Product Information matter?**  
  
The way we describe our books is incredibly important. If we’re publishing books on Amazon and other channels with terrible product information, then they simply won’t sell - regardless of how fantastic the book is!

Did you know that the description of an average Packt book will receive hundreds (often thousands) of views each week? That’s a lot of interested people reading the product information you’ve written!

**The guidelines that follow are there to help you write each of the very important product information elements in a way that will really capture a customer’s attention and convey the benefits of our books in an accurate way. Please ensure to read through them thoroughly before attempting to write the Product Information for your own book.**

**Title (50 chars with spaces)**

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| Practical Network Programming with C# |

[**Subtitle**](#_g4yvm63d7s75) **(100 chars with spaces)**

Master modern communications in .NET 8 and unlock the secrets of efficient web protocols.

**Hook/**[**PacktPub Meta Description**](#_2tgo7qdtkv2a) **(230 chars with spaces)**

Master network programming in C# and .NET 8 with this comprehensive guide. From socket programming to WebRTC, learn best practices for building secure, scalable, and high-performance network applications.

[**Key Features**](#_xwlspffyqeub) **(3 bullet points with total of 300 chars including spaces)**

* Explore the entire spectrum of network programming.
* Work through practical examples and projects reinforcing your understanding of key concepts and techniques.
* Learn best practices for error handling, security, performance, and optimization, ensuring your network applications are robust and efficient.

[**Short Description**](#_x51r31cnc6w2) **(350 chars with spaces)**

Unlock the potential of network programming in C# 12 and .NET 8 with this comprehensive guide. From socket programming basics to WebRTC, gRPC, and REST Web APIs, explore advanced techniques, best practices, and security strategies to build efficient, scalable, and secure network applications for the modern world.

[**Long Description**](#_r2n4efw9vqvf) **(1350 chars with spaces)**

Master the art of network programming in C# 12 and .NET 8 with this comprehensive and practical guide. Whether you're a beginner looking to learn the basics or an experienced developer seeking advanced techniques, this book has something for everyone.

In 'Practical Network Programming in C# and .NET 8,' you'll embark on an enlightening journey through various network programming concepts, protocols, and best practices. The book begins with an 'Overview of Network Programming,' providing a solid foundation in client-server architecture, socket programming, and network protocols. You'll delve into C#'s powerful features for network programming, learning how to create robust, efficient, and scalable network applications.

Each chapter is carefully crafted with real-world examples, code snippets, and best practices to help you easily implement network programming solutions. Whether you're building cloud-based services, IoT applications, or real-time communication systems, this book equips you with the essential skills and knowledge to succeed.

Dive into 'Practical Network Programming in C# and .NET 8' and discover the key to building powerful, secure, and scalable network applications in the ever-evolving world of modern technology.

[**What you will learn**](#_jvlrcfqqwvto) **(560 chars with spaces - 6-8 bullet points)**

* Fundamentals of Network Programming in C# and .NET 8
* Socket Programming and establishing client-server connections
* Efficient data serialization techniques for optimized data transmission
* Asynchronous programming to enhance application performance and responsiveness
* Load balancing and high availability strategies for scalability
* Implementing secure communication and preventing common network security threats
* Real-time communication with WebRTC for peer-to-peer audio, video, and data exchange
* Message queuing systems for smooth and reliable communication in distributed environments

[**Audience**](#_4uwa07f5dmdw) **(600 characters with spaces)**

The book is tailored for intermediate to advanced-level .NET and C# developers, software engineers, and network programmers seeking to enhance their knowledge and skills in network programming with C# and .NET 8. It appeals to individuals who are already familiar with C# and have a basic understanding of networking concepts.

**Approach (400 characters with spaces)**

The book takes a hands-on approach, guiding readers through realistic examples and clear explanations of advanced networking concepts in C#. Focusing on real-world scenarios empowers developers to build efficient, secure, and scalable cutting-edge applications for various industries and use cases, leveraging the latest tools and best practices in the .NET ecosystem.

[**Author Bio**](#_q1fugz3ggz2o) **(750 chars with spaces)**

Chris Woodruff, or as his friends call him Woody, is a software developer and architect of over 25 years. Woody loves software engineering, especially allowing applications and services to communicate across networks and through Web APIs. He has been a Microsoft MVP in SQL, Data and C# in the past, along with multiple years of being awarded the AWS Community Builder Award. Woody lives in Grand Rapids, Michigan, where he explores the many breweries in West Michigan and travels with his family. Woody is also a long-time bourbon fan and loves hunting for whiskey bottles.

**What should I use to count characters?** [This website](http://www.charactercountonline.com/) - remember that spaces count as characters, too!

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| Subtitle **Max. 100 characters (including spaces!)**  An excellent subtitle should:   * Supplement the title and **explain the content** of the book * Speak to the audience - **sell the benefits** of the book * Exhibit progression - give the reader an idea of what **‘before and after’ the book offers** * Contain **appropriate keywords** - 2 to 3 maximum, which don’t need to be repeated from the title (there’s no additional benefit to this!) * **Don’t** repeat the technology name * **Don’t** use ‘Word, word, word, and more’ - this doesn’t convey any benefit to the customer * **Don’t** use a full stop at the end * **Do** include the relevant topic or area (that is, a pandas title might reference data analysis and Python) * **Do** read the title and the subtitle next to each other - they need to fit together well!   Examples **(showing** Title: **Subtitle):**   * *Applied Network Security:* ***Proven tactics to detect and defend against all kinds of network attack*** * *Mastering PostGIS:* ***Modern ways to create, analyze, and implement spatial data*** * *Practical Game AI Programming:* ***Bring your games to life with Artificial Intelligence*** * *WordPress Plugin Development Cookbook:* ***Create powerful plugins to extend the world's most popular CMS*** * *Mastering OpenStack:* ***Discover your complete guide to designing, deploying, and managing OpenStack-based clouds***   *Screenshot showing Title: Subtitle in yellow*    For a more detailed guide to writing subtitles, [please click here](https://docs.google.com/document/d/1Eao0yBqtPswhb7IObVg3hzJNXuczM5-snVmw5RtF9pc/edit) |

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| PacktPub Metadescription - aka ‘**the hook**’ **Max. 230 characters (including spaces!)**  On Amazon, this ‘hook’ is the very first sentence a customer will read on the product page after the title & subtitle. It needs to be punchy and really **convey the benefit** that the book will give the customer - what will it allow them to do?  It’s really important that this is a **punchy, compelling** sentence. People have short attention spans, so the earlier we can grab their attention, the better!   * **Do** focus on what the book is about - what is the single key benefit for the customer if they buy this book? * **Do** make an impact - this sentence needs to grabs the customer’s attention * **Do** include the technology/topic that is referenced in the title   Examples:   * *Build real-world Artificial Intelligence applications with Python to intelligently interact with the world around you* * *Take your machine learning skills to the next level by mastering Deep Learning concepts and algorithms using Python* * *Solve challenging data science problems by mastering cutting-edge machine learning techniques in Python*   *Screenshot showing Packtpub Meta-description in yellow* |

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| Key Features **3 bullet points, each max. 100 characters (including spaces!)**  The **key features** are the 3 most important points that really make our title stand out versus the competition. It’s our vision of the book, condensed for the customer.  **Note: No HTML or markup is needed fon these points - each point as a single line with NO full stop.**   * **Do** make each key feature specific and distinctive * **Don’t** make more than one point in a single feature * **Do** think about the series - what level of experience is the product for? Does it include projects or recipes? * **Don’t** include irrelevant information - content covered can be a feature of the book, but it very often isn’t - make sure you’re clear about what’s important. * **Do** consider:   + What is covered   + Why it’s covered   + How you’re going to learn   For example:   * *Learn how to tackle common data analysis problems modern businesses want to solve* * *Unlock deeper levels of insight in a more efficient and faster way using leading Python libraries* * *Apply your knowledge to real data sets from Twitter and StackOverflow to learn the skills you need, fast*   You must always **focus on the benefits** of the book - the content is important, but it isn’t immediately important to a customer. The content will be something that helps to fulfill these key features. |

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| Short Description **Max. 350 characters (including spaces!)**  This is a (very!) short paragraph explaining **why the book is exciting and important for customers**.  Yes, you need to make sure the topic is featured here, but **don’t** just explain it - you won’t have space. The customer probably knows the topic, but they might not know **why this book is going to help them understand it** in a new way or **help them develop skills** they haven’t had before.   * **Do** focus on the core **idea** of the book - answer: why this book, and why now? * **Don’t** go into detail about the content - this paragraph is about the vision of the book * **Do** think carefully about what the intended reader is trying to achieve - what’s motivating them to seek out this content? Do they want to begin learning a language? Or master a new framework or library?   The category manager should be able to make this section clear - ask them (nicely!) if you need to. This section is about the overarching proposition, not just the topic, and not just the content of the product.  **ONIX Guidance:**    **Short Description Example:**  *React 16 Tooling covers in detail the most important tools (such as Jest), utilities, and libraries that every React developer needs to know. These will make your development life simpler and happier, enabling you to create better and more performant apps.*  *Blockchain across Oracle is a critically timed book for Oracle developers who want to get up to speed with the details and implications of the Blockchain across the Oracle platform – what the technology implications are for the Blockchain, and how the Blockchain will affect Oracle customers.* |

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| Long Description **Max. 1350 characters (including spaces!)**  **The long description is the book description in its entirety. You will need to include a second paragraph that goes into greater detail about the approach and content of the product.**  Think about this as a story about how and what the reader will learn.   * **Do** think carefully about the series type - if the reader is being taken on a journey, talk them through that. If they’re going to find a book packed with recipes, explain why this is valuable and how this will aid their learning and skill set. * **Do** think carefully about the content that’s covered - you need enough detail to make it interesting. **Don’t** go into such depth that you’ve lost sight of what’s important to the reader. * **Do** consider if there are sections on something unique - perhaps, for example, the book covers a library that we think will help the book sell. * **Don’t** be afraid to mention the title of the book - it could be a good way to introduce the paragraph (that is, ‘In *Angular 2 Cookbook* you will learn how to…’   **Long Description Example 1**  *We are living in the age of data, and to succeed, we need efficient machine learning systems that provide valuable insights from data and bring it to life. TensorFlow is one of the hottest machine learning libraries out there. It utilizes the power of data flow graphs to perform highly efficient numerical computing with ease.*  *This book is a comprehensive guide that lets you explore all the advanced features and use cases of TensorFlow. Taking you through TensorFlow core, TensorBoard, and TensorFlow serving, we cover machine learning algorithms through classification, regression, clustering, and many more domains. Next, delve into detailed aspects of advanced neural networks, leveraging the power of Google's TensorFlow 1.x. You will also obtain hands-on experience of popular Python libraries (Keras and TFLearn) and the popular Data Science platform R to build and train your TensorFlow models. Gain experience with varied datasets, such as MNIST, CIFAR-10, and the latest YouTube-8M database.*  *By the end of this book, you will have mastered the features of TensorFlow 1.x and be able to build smart, fast, and efficient machine learning and deep learning systems.*  **Example 2**  *Being able to process data quickly has become critical to many businesses. That’s where Apache Flink comes in. It’s a tool that lets you process data at rapid speed. This book will show you how to use it, helping you to not only learn the basics, but demonstrating how you can successfully integrate it into your Big Data software architecture. That way, you’re not wasting time working out how to apply the concepts to your work. You can start using Apache Flink straight away.*  *In Learning Apache Flink you’ll begin by learning the core components of the tool and how it interacts with the wider ecosystem of Apache Big Data tools. With plenty of use cases throughout you’ll find out how to apply the principles and concepts you learn to real datasets. Find out how to perform data processing using the Batch Processing, DataStream and Table APIs before venturing deeper into more complex event processing. You’ll also find out how to perform machine learning with FlinkML, as well as techniques for tackling graphing challenges using the Flink Graph API. But there’s more - you’ll also learn how Flink can work alongside Hadoop for distributed data processing, as well as how you can run Flink in the cloud for maximum efficiency and agility.* |
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| What you will learn **6 - 8 bullet points, max. 70 characters each (including spaces!)**  This is where you tie together the content and the **benefits** in an easily digestible bullet list.   * **Do** focus on the key areas/tasks that are going to be covered * **Don’t** get lost in irrelevant detail - think about what’s **most important** to the overall promise of the book * **Do** break down the learning journey * **Don’t** include more than one point within a single bullet   **1st Example**   1. Understand popular design patterns currently being used with serverless architecture 2. Learn about different web application API designs and how they are built in a serverless system 3. Discover how authentication works serverless architecture 4. Learn how to successfully build a serverless ETL (Extract Transform Load) system 5. Understand how to leverage hosted services (databases, queues, storage, etc) in a serverless architecture 6. Understand how to apply the right serverless pattern for big data processing 7. Learn how to think about error handling and system monitoring in a serverless architecture 8. Learn how to setup a serverless application for Continuous Integration and Continuous Deployment   **2nd Example** - this is from [Python Machine Learning](https://www.packtpub.com/big-data-and-business-intelligence/python-machine-learning)   * Find out how different machine learning can be used to ask different data analysis questions * Learn how to build neural networks using Python libraries and tools such as Keras and Theano * Write clean and elegant Python code to optimize the strength of your machine learning algorithms * Discover how to embed your machine learning model in a web application for increased accessibility * Predict continuous target outcomes using regression analysis * Uncover hidden patterns and structures in data with clustering * Organize data using effective pre-processing techniques * Learn sentiment analysis to delve deeper into textual and social media data |

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| Audience **Max. 600 characters (including spaces!)**  Explain who should read this book, how experienced the reader should be, and what they will achieve.   * **Do** outline the types of jobs that will find this interesting * **Do** sell the learning journey of the book * **Don’t** talk in detail about prerequisites unless absolutely necessary - it gives people a reason to not buy the book!   **Example:**  If you are a robotics enthusiast or researcher who wants to learn more about building robot applications using ROS, this book is for you. In order to learn from this book, you should have basic knowledge of ROS, GNU/Linux, and C++ programming concepts. The book is also excellent for programmers who want to explore the advanced features of ROS. |

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| Approach **Max. 400 characters (including spaces!)**  Readers will be taken through a set of specific software patterns and learn, in detail, how to apply these patterns and build working software on top of a serverless system. At each step along the way, the reader will learn about the subcomponents and subsystems which comprise the larger system and which may be used in the future to solve different types of challenges.  **This should be simple - how does the product help tackle the reader’s problem? How does it help them learn something new?**   * **Do** think about the series - is it going to take you through the basics so the reader can build their skills? Or is it going to give useful recipes the reader can rely upon whenever they face a problem? * **Don’t don’t don’t** **ever** say it is practical, step by step or easy to follow. Be **specific** and be **clear**. * **Do** consider the structure - does it cover a diverse range of topics, or is it tightly structured so the reader can explore a topic in depth? |

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| Author Bio **Max. 750 characters (including spaces) - no bullet points or numbered lists!**  Brian Zambrano is a full-stack software engineer and architect with a wide technical breadth and deep understanding of many systems. His background has led him to cloud-based SAAS application architecture, design, and scalability with an eye towards serverless and microservice architectures. While an engineer through and through, he also enjoys working on and solving real-world business problems with technology and working with software teams to deliver real value.  Brian earned graduated with a degree in Materials Engineering from Cal Poly, San Luis Obispo in 1997 and later earned a degree in Computer Science from San Francisco State University in 2005. His work history includes the likes of NASA, eBay, IronPort, and Eventbrite. He is currently an engineer at Very, LLC building amazing products for clients and espousing the benefits of serverless systems whenever he has the chance.  Originally from Sunnyvale, CA, Brian currently resides in Fort Collins, CO with his wife and twin boys.  **Note:** This shouldn’t be long. It should detail your experience and outline why you’re a great person for the reader to learn from. Don’t include websites as links, but do add the **name** of your websites or Twitter handle if relevant. |