

Best Selling Books at ISSCC 2008 Are Top Picks in 2009

Practicality Is Shoppers' Chief Objective

According to publishers' representatives, many top selling books at ISSCC in 2008 remained best sellers in 2009, especially volumes by Ali Niknejad of UC Berkeley, and Christophe P. Basso of ON Semiconductor (formerly Motorola Semiconductor).

In 2008, *Electromagnetics for High-Speed Analog and Digital Communication Circuits* was a runaway favorite because it "met a clear need due to the increasing importance of electromagnetics as circuits get smaller, faster and more efficient," said Cambridge University Press Engineering Publisher Dr. Julie Lancashire. Book buyers at ISSCC 2009 may have been looking for useful items "to reeducate themselves in the light of worldwide economic difficulties," she said. At this year's conference, shoppers purchased what they absolutely had to have for what they are doing now, said Wiley Marketing Manager Nicole R. Hanley. So it may be that *Switch Mode Power Supplies: SPICE Simulations and Practical Designs*, described by McGraw Hill as a handy "comprehensive resource on using SPICE as a power conversion design companion for graduating students and experienced design engineers," was that publisher's best-seller also for practical reasons.

To be sure, Oxford's best seller at ISSCC 2009, *Computer Architecture:*

From Microprocessors to Supercomputers was described by one shopper as "very practical." On the Oxford Web site, this book is said to be designed for introductory courses, with "material presented in lecture-sized chapters that make it easy for students to understand the relationships between various topics and to see the 'big picture'."

Another popular volume in 2008 that "blew them out of the water" at the 2009 IEEE Registration Desk, in the words of IEEE Member and Geographic Activities Supervisor Anita Kavanaugh, was *All-Digital Frequency*

Synthesizer in Deep-Submicron CMOS by Robert G. Staszewski and Paras T. Balsara. According to the publisher's Web site: "This book is a must-read for students and engineers who want to learn a new paradigm for RF frequency synthesis and wireless transmitter design using digitally intensive design techniques." Dr. Staszewski was honored at the ISSCC plenary awards ceremony at the start of the conference for his elevation to IEEE Fellow in the class of 2009.

Additional two-year top sellers were *Wireless LAN Radios: System*



Electromagnetics for High-Speed Analog and Digital Communication Circuits by Ali Niknejad (Cambridge Univ. Press, 2007), US\$95.00, ISBN: 13:9780521853507, hardcover, www.cambridge.org



Computer Architecture: From Microprocessors to Supercomputers by Behrooz Parhami (Oxford, 2005), US\$89.95, ISBN: 13:9780195154559, hardcover, 576 pages



Switch Mode Power Supplies: SPICE Simulations and Practical Designs by Christophe P. Basso (McGraw-Hill, 2008), US\$99.95, ISBN: 0071508589/9780071508582, hardcover, www.books.mcgraw-hill.com



All-Digital Frequency Synthesizer in Deep-Submicron CMOS by Robert G. Staszewski and Paras T. Balsara (Wiley, 2006), US\$116.95, ISBN: 978-0-471-77255-2, hardcover, 261 pages