Raspberry Pi User Guide   3rd Edition

Eben Upton and Gareth Halfacree

WHY TO BUY

This is the new edition of the runaway bestseller, *Raspberry Pi User Guide*. The 1st edition has sold 85k+ copies in all formats. It is co-authored by Eben Upton, co-creator of the Raspberry Pi. Updated to cover the release of the revision 3 board.

Author biography

Eben Upton (Cambridge, UK) is the co-creator of the Raspberry Pi board and the co-founder of the Raspberry Pi Foundation.
Gareth Halfacree (Bradford, UK) is a long-time tech author and expert on the Raspberry Pi.

Sales handles

- **New edition of a runaway bestseller:** The first edition of *Raspberry Pi User Guide* has sold 71,864 copies in print alone, plus 15,614 eBooks.

- **Expert authors** -- Eben Upton is the creator of Raspberry Pi. There is no more authoritative source. Gareth Halfacree is a long-time tech author and expert on the Raspberry Pi.

- **The Unofficial Official Guide** -- *Raspberry Pi User Guide* has become the Unofficial Official guide, the go-to book for anyone starting out with the Pi.

- **Covers the new board** -- This update covers the revision 3 Raspberry Pi board and its software, and includes new material on Minecraft on the Pi and Raspberry Pi and Arduino.

About the topic/technology

The Raspberry Pi is a $35/£25 computer the size of a credit card that was launched in February 2012. It was created by the UK Non-profit Raspberry Pi Foundation with the goal of encouraging kids to learn how to program a computer. That goal is well on its way to being realised -- close to 2 Million Raspberry Pis are have been sold. As well as being adopted by kids who are excited by the possibilities of a computer they can afford to buy with their pocket money, the Pi has proven to be popular with hardware geeks, who love the idea of a very cheap Linux computer they can experiment with.
The Government are looking at the Raspberry Pi with an eye to bringing it into ICT classrooms within schools.

Market description   (Please include secondary markets)

Primary market:
Raspberry Pi User Guide will appeal to the many people -- kids and adults alike -- who will need an instruction manual in order to get the most out of their Raspberry Pi board. Secondary market:

It will also appeal to hardware hackers wanting to get to grips with this latest hackable computer. There will be a strong crossover market for this into schools and youth organisations.

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About the book

Raspberry Pi User Guide 3e builds on the success of the 1st and 2nd editions and contains everything the reader needs to know to get up and running with the Raspberry Pi. Written by Eben Upton, co-creator of Raspberry Pi, and tech author Gareth Halfacree, the book explains how to:

*   Connect the Raspberry Pi to other devices -- keyboard, mouse, monitor
*   Install the necessary software and configure the Raspberry Pi
*   Learn basic Linux System Admin in order to understand files systems etc
*   Set-up the Raspberry Pi as a simple productivity machine and multimedia centre
*   Write basic programs in Scratch and Python
*   Extend the Pi's capabilities with add-on boards such as the Gertboard and Arduino
*   Camera board
*   PiStore
*   Noobs

The book has been revised to cover the arrival of the Rev 3 board, including the additional USB ports and changes to the GPIO.

Raspberry Pi User Guide 3e will follow on from the incredibly successful *Raspberry Pi User Guide*, the Unofficial Official Guide to the Raspberry Pi.

Marketing

Inclusion in amazon period promotions where appropriate
*   Amazon + content from author for amazon.com
*   PR and Blogger outreach to Maker community
*   Sample content and / or review copies to user Groups and MeetUp groups
*   Book placement in relevant conferences and events, where we are either attending ourselves, or have a bookseller attending
*   Inclusion in our programming and Maker cluster campaigns
*   Author support materials as requested
*   Advertising in the school market press and online when opportunities arise

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

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* **Programming the Raspberry Pi: Getting Started with Python**/ Simon Monk, 9780071807838, McGraw Hill, $15/ £10.99, US Bookscan - 8827
* **Getting Started with the Raspberry Pi**/ Matt Richardson and Shawn Wallace, 9781449344214, O'Reilly, $14.99/ £11.5, US Bookscan - 5427
* **Learn Raspberry Pi with Linux**/ Peter Membrey, David Hows, 9781430248217, APress, $29.99/ £17.50, US Bookscan - 1399

1-118-79548-2/9781118795484 Raspberry Pi User Guide, 2nd Edition

Related titles (Add sales information)

Raspberry Pi User Guide/ Eben Upton, Gareth Halfacree, 9781118464465, Wiley, $19.99/ £12.99, Sales 71,864
Raspberry Pi Projects/ Andrew Robinson, Mike Cook, 9781118555439, Wiley, $21.99/ £14.99, Dues 3009
Meet the Raspberry Pi/ Eben Upton, Gareth Halfacree, 9781118494691, Wiley, $22.5/ £3.99, Sales 5,984 **Raspberry Pi For Dummies**/ Sean McManus, Mike Cook, 9781118554210, Wiley, $29.99/ £17.99, Sales 12719