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FOR IMMEDIATE RELEASE

Kentico releases its book: *Kentico CMS 5 Website Development: Beginner's Guide*

Nashua, New Hampshire, USA, October 12, 2010 – Kentico Software (http://www.kentico.com), the Web content management system vendor, has released the much-anticipated *Kentico CMS 5 Website Development: Beginner's Guide,* written by Thom Robbins and published by Packt Publishing.

Because of its swift growth in popularity worldwide, Kentico CMS, the website development platform used by 1000+ web development companies in 84 countries, has now published its first guide book to help readers build professional and feature-rich websites. It is designed for marketing professionals, webmasters, content editors, designers and web developers who want to develop a fully featured web presence with a simple and straightforward process.

"I am really glad to have worked with Packt on writing this. Their Beginner's Guides are a fantastic format to provide practical and usable examples of how to get your Kentico CMS site quickly up and running with very clear step by step examples and tutorials." says Thom Robbins, , the author of the book.

Founded on the idea that its readers should "learn by doing" to get more results, the book shows how to developer a Kentico CMS site by demonstrating best practices and giving easy-to-use tips. Step-by-step examples on how to build starter sites, including a corporate site, an e-commerce site, and a community-driven website, are presented in the book in order to jumpstart web development.

Kentico CMS 5 Website Development: Beginner's Guide covers a wide range of topics, such as:
- Using the core modules and their features in a practical way
- Utilizing page templates, images, themes, web parts and other features to provide a personalized experience for site visitors
- Managing products and payment gateways using an E-Commerce functionality
- Leveraging the built in networking features to build a community for your company
- Integrating with external sites like Facebook and Twitter.

You can find more details about the book and order it here: https://www.packtpub.com/kentico-cms-5-website-development-beginners-guide/book or review a free chapter of the book: https://www.packtpub.com/sites/default/files/0584-Chapter-2-A-Tour-of-your-New-Website.pdf

About the Author

Thom Robbins is working as a Product Evangelist in Kentico Software US. Prior to Kentico, Robbins joined Microsoft Corporation in 2000 and served in a number of executive positions. Most recently, Robbins led the Developer Audience Marketing group that was responsible for increasing developer satisfaction with the Microsoft platform. Robbins also led the .NET Platform Product Management group responsible for customer adoption and implementation of the .NET Framework and Visual Studio. Robbins was also a Principal Developer Evangelist working with developers across the world on implementing .NET based solutions.

About Packt Publishing

Packt, pronounced 'packed,' published its first book "Mastering phpMyAdmin for Effective MySQL Management" in April 2004 and has continued to specialize in publishing focused books on specific technologies and solutions. Packt is a modern, unique publishing company with a focus on producing cutting-edge books for communities of developers, administrators, and newbies alike. For more information, visit: www.PacktPub.com

About Kentico CMS

Kentico CMS is an affordable Web content management solution providing a complete set of features for building Web sites, community sites, intranets and on-line stores on the Microsoft ASP.NET platform. It supports WYSIWYG editing, workflows, multiple languages, full-text search, SEO, on-line forms, image galleries, forums, groups, blogs, polls, media libraries and is shipped with 200+ configurable Web parts. It's currently used by more than 4,000 Web sites in 83 countries. The clients include Microsoft, McDonald's, Vodafone, O_2, Orange, Brussels Airlines, Mazda, Ford, Subaru, Samsung, Gibson, ESPN, Guinness, DKNY, Abbott Labs, Medibank, Ireland.ie and others. Kentico CMS is available at http://www.kentico.com.

About Kentico Software

Kentico Software (www.kentico.com) helps clients create professional Web sites, online stores, community sites and intranets using Kentico CMS for ASP.NET. It's committed to deliver a full-featured, enterprise-class, stable and scalable Web Content Management solution on the Microsoft .NET platform. Founded in 2004, Kentico is headquartered in the Czech Republic and has a U.S. office in Nashua, NH. Since its inception, Kentico has continued to rapidly expand the Kentico CMS user base worldwide. Kentico Software is a Microsoft Gold Certified Partner. In 2009, Kentico was named a Deloitte Technology FAST 50 Rising Star, being ranked as one of the fastest growing companies in Central Europe.

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www.kentico.com