Acquisitions Editor: WILLEM KNIBBE
Development Editor: HEATHER O'CONNOR

Technical Editor: MICAH BALDWIN

Production Editors: Daria Meoli, Sarah Groff-Palermo

Copy Editor: JUDY FLYNN Production Manager: TIM TATE

Vice President and Executive Group Publisher: RICHARD SWADLEY Vice President and Executive Publisher: JOSEPH B. WIKERT

Vice President and Publisher: DAN BRODNITZ

Book Designer: FRANZ BAUMHACKL

Compositor: Maureen Forys, Happenstance Type-O-Rama

Proofreader: IAN GOLDER Indexer: TED LAUX Cover Designer: RYAN SNEED Cover Image: GETTY IMAGES

Copyright © 2006 by Wiley Publishing, Inc., Indianapolis, Indiana

Published simultaneously in Canada

ISBN-13: 978-0-471-78753-2 ISBN-10: 0-471-78753-1

No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning or otherwise, except as permitted under Sections 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, 222 Rosewood Drive, Danvers, MA 01923, (978) 750-8400, fax (978) 646-8600. Requests to the Publisher for permission should be addressed to the Legal Department, Wiley Publishing, Inc., 10475 Crosspoint Blvd., Indianapolis, IN 46256, (317) 572-3447, fax (317) 572-4355, or online at http://www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: The publisher and the author make no representations or warranties with respect to the accuracy or completeness of the contents of this work and specifically disclaim all warranties, including without limitation warranties of fitness for a particular purpose. No warranty may be created or extended by sales or promotional materials. The advice and strategies contained herein may not be suitable for every situation. This work is sold with the understanding that the publisher is not engaged in rendering legal, accounting, or other professional services. If professional assistance is required, the services of a competent professional person should be sought. Neither the publisher nor the author shall be liable for damages arising herefrom. The fact that an organization or Website is referred to in this work as a citation and/or a potential source of further information does not mean that the author or the publisher endorses the information the organization or Website may provide or recommendations it may make. Further, readers should be aware that Internet Websites listed in this work may have changed or disappeared between when this work was written and when it is read.

For general information on our other products and services or to obtain technical support, please contact our Customer Care Department within the U.S. at (800) 762-2974, outside the U.S. at (317) 572-3993 or fax (317) 572-4002.

Wiley also publishes its books in a variety of electronic formats. Some content that appears in print may not be available in electronic books.

 $Library\ of\ Congress\ Cataloging-in-Publication\ Data\ is\ available\ from\ the\ publisher.$

Illustrations used with permission by Gradiva Couzin Copyright © 2006 by Gradiva Couzin

TRADEMARKS: Wiley, the Wiley logo, and the Sybex logo are trademarks or registered trademarks of John Wiley & Sons, Inc. and/or its affiliates, in the United States and other countries, and may not be used without written permission. All other trademarks are the property of their respective owners. Wiley Publishing, Inc., is not associated with any product or vendor mentioned in this book.