

CICERONE Trade Guide

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ISSUE 24

Happy New Year to you all!

None of us doubt that 2009 will present us with challenges, and we believe it will be especially important to keep in **regular contact** in these difficult times. To keep you up to date with developments and opportunities, we post **four issues of our trade guide every year, and up to seven trade e-newsletters** to those of you who have registered (just phone or email us). Cicerone has enjoyed **steady growth over several years**, (unlike more general 'Travel' guides) as a result of our great books, regular targeted marketing, and above all the efforts of you, our trade customers. Our sales have continued to do well, even in recent months.

Your customers may be spending less, but books remain a relatively inexpensive purchase, fuelling dreams, and providing inspiration for inexpensive and healthy leisure pursuits.

For resources and downloads of information sheets etc go to: www.cicerone.co.uk/trade

New titles – January to May 2009

ISBN prefix 978 1 85284

531 5	Walking in Madeira	January	New edition replaces 334 2
535 3	Italy's Sibillini National Park	January	New
586 5	Walking in the Isles of Scilly	January	New edition replaces 475 2
510 0	Tour of the Queyras	February	New edition replaces 048 X
559 9	Cycling the Canal du Midi	February	New
572 8	Walking on the Orkney and Shetland Islands	February	New
542 1	The Southern Fells (Lakeland Fellranger)	March	New
543 8	The Mid-Western Fells (Lakeland Fellranger)	March	New
509 4	The Yorkshire Dales: North & East	March	New
538 4	Walking in Austria	March	New
555 1	Pyrenean Haute Route	April	New edition replaces 426 4
560 5	The Isle of Skye	April	New edition replaces 366 3
566 7	Trekking in Slovenia	April	New
493 6	Walking in the North Pennines	May	New edition replaces 084 6
498 1	The Reivers Way	May	New
530 8	Walking Loch Lomond and the Trossachs	May	New
594 0	The Mountains of England and <u>Wales</u> : Vol 1	May	New edition replaces 304 5

Recent titles

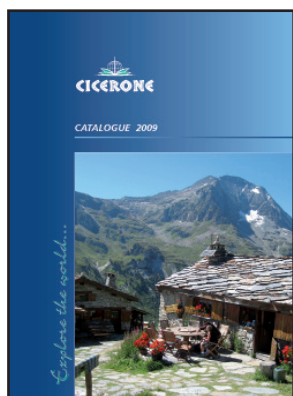
525 4	The High Mountains of Crete	£14
537 7	Walking in County Durham	£12
534 6	Moveable Feasts	£14.95
589 6	The Mountains of <u>England</u> and Wales Vol 2	£12.99
570 4	Walking in the Thames Valley	£12
527 8	Backpacker's Britain: Southern Highlands	£12

Reprinting - available in March

188 1	Lands End/John O'Groats
323 6	Walks in Dales Country
341 0	Hillwalker's Manual
383 0	Cycling the River Loire
471 4	100 Hut Walks in the Alps

ORDERS AND ORDER ENQUIRIES to BookSource: 0845 370 0067 Fax 0845 370 0068
customerservice@booksource.net 50 Cambuslang Road, Cambuslang, GLASGOW G32 8NB

NEW CICERONE CATALOGUE FOR 2009



Our new catalogue has all the details you need. There is something for everyone this year – exciting new titles such as a new guide to **Walking in Austria** (Kev Reynolds), **The Ridges of England, Wales and Ireland** by Dan Bailey, author of the best-selling **Scotland's Mountain Ridges** and two more **Lakeland Fellranger** guides to name just a few. Also some important new editions of trusted guides such as **The Isle of Skye, Tour of the Vanoise**, the **Pyrenean Haute Route**

and, later in the year, Mark Richards' **White Peak Walks** guides.

January sees the publication of **Italy's Sibillini National Park** and two new editions – **Walking in Madeira** and **Walking in the Isles of Scilly**. The Sibillini National Park is easily accessible from Rome, and is a really stunning area for both spring and autumn walking. All these books are being well publicised.

February titles include **Tour of the Queyras**, an ideal first Alpine trek, **Cycling the Canal du Midi**, and a guide to **Walking on the Orkney and Shetland Isles**.

***SEASONAL KEY TITLES ***

Winter Climbing guides:

The Cairngorms
Ben Nevis and Glencoe
The Lake District
Wales

Ski-mountaineering, ski-touring

Alpine Ski Mountaineering:
Vol 1 Western Alps
Alpine Ski Mountaineering:
Vol 2 Eastern Alps
Vanoise Ski Touring
Snowshoeing in the Western Alps
Snow (mini-guide)
Avalanche! (mini-guide)

Winter sunshine guides:

Canary Islands (two books)
Madeira (new edition!)
Jordan: Walks, treks, caves...
Wadi Rum
The Algarve
Mallorca

Forthcoming new editions

Walking in Madeira
Walking in Isles of Scilly
Tour of the Queyras
Pyrenean Haute Route
The Isle of Skye
Walking in North Pennines

The Spirit of Hadrian's Wall

A great success during the autumn. Hadrian's Wall is an incredibly popular destination.

If you need any replacement dust covers for this book, please contact Booksource.

If you need...

**Catalogues
Display spinners
Posters and POS
advice on developing your range of Cicerone guides....
or anything else, just give us a call on 01539 562069. Details of spinners can be found in the catalogue.
We will always try to help!**

Current best-selling titles

UK titles for all regions

516 2	Great Mountain Days in the Lake District	£16.99
379 3	The South West Coast Path	£12.95
402 8	Walking the Munros Vol 1 South/Central	£12
392 2	Hadrian's Wall Path	£12.95
469 1	Scotland's Mountain Ridges	£17.95
349 6	Hillwalking in Snowdonia	£10
549 0	Offa's Dyke Path	£12.95
403 5	Walking the Munros Vol 2 North/Cairngorms	£12
366 3	The Isle of Skye	£10
369 4	The West Highland Way	£10
088 4	Scrambles in Snowdonia	£10
504 9	The National Trails	£16.99
502 5	Ben Nevis and Glencoe	£12.95

Selected overseas titles

532 2	Tour of Mont Blanc	£12.95
470 7	Walks and Climbs in the Pyrenees	£15
513 1	Chamonix to Zermatt	£12.95
362 5	Via Ferratas of the Italian Dolomites Vol 1	£12.95
413 4	Kilimanjaro	£14
551 3	Cycling in the French Alps	£14
351 9	Shorter Walks in the Dolomites	£12
438 7	The Julian Alps of Slovenia	£14
414 1	Mont Blanc Walks	£12.95
418 9	Everest: A trekker's guide	£14

Selected techniques titles

534 6	Moveable Feasts	£14.95
490 5	Navigation	£7.99
394 6	Map and Compass	£12
500 1	First Aid and Wilderness Medicine	£7.99
491 2	Navigating with a GPS	£7.99

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