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# trade guide

**Summer 2005****Issue 11**

*Get ready for summer – we hope it's not too far away now. Our big selection of new books this season is looking good, and on schedule (well, very nearly)! There is a mixture of new editions, new titles to new areas, and new titles replacing old books. Take a minute to check what's happening. The next newsletter will be issued later in the summer.*

## new guides

### May – September 2005

(all ISBNs: 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
C65	450 7	Walking in the Engadine (new edition)	May	New edition of old guide 1 85284 003 X
C244	461 2	The Teesdale Way (new edition)	May	New edition of old guide 1 85284 198 2
C181	459 0	The Border Country (new edition)	May	New edition of old guide 1 85284 303 9
C449	452 3	Walking in the Cairngorms	May	New title
C142	451 5	The Bernese Alps (new edition)	May	New edition of old guide 1 85284 243 1
C429	414 0	Mont Blanc Walks	May	Replaces Chamonix-Mont Blanc 1 85284 357 8
C433	423 X	Walking in the Cathar Region	June	New title
C447	447 7	The Cleveland Way, Wolds Way and Link	June	New title
C418	417 5	Through the Italian Alps: The GTA	June	New title
C448	448 5	Walking on the North York Moors	June	New title
C441	438 8	The Julian Alps of Slovenia	June	Replaces 1 85284 125 7
C 452	456 6	The Ribble Way	June	Replaces 1 85284 107 9
C425	410 8	Walking in the Haute Savoie Vol 1: North	June	New edition of old guide 1 85284 196 6
C426	411 6	Walking in the Haute Savoie Vol 2: South	June	New edition of old guide 1 85284 196 6
C165	464 7	The Dales Way	June	New edition of old guide 1 85284 102 8
C446	445 0	Cycling in the French Alps	Sept	New title (delayed)
C415	398 5	Bhutan: A trekker's guide	Sept	New title
C251	418 3	Everest: A trekker's guide	Sept	New edition of old guide 1 85284 306 3

## *New guides make a big impact!*

Check out the *Bestsellers* list overleaf – some of our more recently launched titles have made a dramatic impact. Make sure you haven't overlooked anything!

We strive for detail and accuracy, which is what makes our customers seek out the Cicerone range time after time. You, our trade customers, can rely on Cicerone guides to sell all year round, whatever the weather!

## recent guides (all ISBNs: 1 85284)

C437	431 0	Walking in Pembrokeshire – Just in	£12
C338	295 4	The Mountains of Romania – Just in	£17
C434	424 8	The Mountains of Andorra – Just in	£12.95
C118	449 3	The Cotswold Way (new edition)	£12
C264	433 7	Irish Coast to Coast Path (new edition)	£12
C341	299 7	Glyndwr's Way	£10
C422	407 8	Scotland's Far West	£10
C442	439 6	Walking in Lancashire (new edition)	£12
C445	443 4	Scrambles in the Lake District – Southern	£12
C457	463 9	Scrambles in the Lake District – Northern	£12
C417	416 7	Trekking in the Apennines	£12

## SUMMER HIGHLIGHTS

- **Mont Blanc Walks**

An up-to-date book by a local guide and established author – will be in high demand

- **The Mountains of Andorra**

The first complete guide book available for exploring this mysterious country

- **Walking in the Cairngorms**

New guide to the region, by the indomitable Ronald Turnbull

- **Scotland's Far West**

New guide to the outstanding west coast. Follows the successful *Scotland's Far North*

- **The Mountains of Romania**

Another first for Cicerone. A long time coming, but an important book

- **The Julian Alps of Slovenia**

New guide to routes throughout this deservedly popular region

- **The long-distance trails...**

Teesdale Way, Cleveland and Wolds Way, Dales Way, Ribble Way

## NEW BOOKS TO WATCH!

*Through the Italian Alps: The GTA* describes the Grande Traversata della Alpi, an ambitious route across the western Italian Alps from the Mediterranean coast north to a brilliant finish near Monte Rosa.

The two new volumes covering *Scrambles in the Lake District* have been very well received. New maps and diagrams, together with a fresh, easily-used layout have helped these new guides become firm favourites.

*The Mountains of Andorra* looks set to become a best-selling book. There is a high level of interest in this unique guide which has received high praise from the Andorran Embassy, who are keen to encourage more summer visitors to the mountains.

Published in June, *Walking in the Cathar Region* is due to be reviewed in *The Times*.

### NEW ORDER DETAILS

Just to remind you, our new order and order enquiries details at Booksource are:

**TEL: 0845 226 8350**

**FAX: 0141 557 0189**

cicerone@booksource.net

or you can speak to us!

**01539 562069**

## MINI-GUIDES – A NEW SERIES

In addition to those listed overleaf, new titles for the summer and early autumn include the start of a **new series of mini-guides** covering essential skills to develop greater mountain awareness and safety. The first two titles, *Snow* and *Avalanche!*, will be launched in the autumn. Small (but perfectly formed!), they will be the basis of a new series to take to the mountains for on-the-spot reference.

**Please check overleaf for new guides and publication dates!**

## AUTUMN HIGHLIGHTS...

Other new guides to look for in the autumn include new editions of *Walking on the Isles of Scilly*, *Via de la Plata*, *100 Hut Walks in the Alps* and *Mountain Weather*.

The most important new book to come out this autumn will be a new edition of *Walking in the Alps*. Building on the very successful first edition, now fully updated, with new maps, the 480 pages are to be printed in full colour, packed with information from Kev Reynolds, Britain's greatest authority on the Alps.

## ADVERTISING & PROMOTION

The many new books and new editions due this year will be backed by a **more extensive advertising and promotion** campaign. We want to generate high demand for these books. They deserve it! We are sending a full set of new title information sheets for you to check.

To keep you aware of all the new titles and new editions published this year, we will be sending you a number of information leaflets to help you focus on guides which will be of most interest to your customers.

## OTHER NEWS

Cicerone are delighted to be working more closely with a number of outdoor groups to develop strong sales and ensure that the best possible range is in stores. If you need help selecting from all the titles we have available, please get in touch, and we will try to help you. The list at the bottom of this page is a good starting point!

Over the coming months we will be beginning work to develop our website, which we hope will introduce many more people to Cicerone. Watch out for more details in the coming months.



Don't forget we can now offer our trade customers **posters, catalogues and spinners**. The sizes of spinner range from counter-top (holding around 40–50 books) to large floor spinners (holding up to 340 books). We provide

the spinner, and work with the store to select and develop a suitable range.

## Out of print/new editions:

The following guides are now out of print:

**The Wealdway and Vanguard Way**

**Walking in the Ardennes**

There will be **NEW EDITIONS** of these guides:

**100 Hut Walks in the Alps** – November

**Walking in the Alps** – October

**Walking in the Isles of Scilly** – September

**Walking in Sicily** – January 2006

## best-selling guides

### International:

<b>Via Ferratas of the Italian Dolomites Vol 1</b>	1 85284 362 4	£12.95
<b>The Pyrenees: World's Mountain Ranges</b>	1 85284 420 5	£18
<b>The John Muir Trail</b>	1 85284 396 9	£14
<b>Tour of Mont Blanc</b>	1 85284 358 6	£12.95
<b>Chamonix to Zermatt</b>	1 85284 327 6	£12
<b>Via Ferratas of the Italian Dolomites Vol 2</b>	1 85284 380 2	£12.95
<b>Walks and Climbs in the Pyrenees</b>	1 85284 328 4	£15
<b>Through the Spanish Pyrenees: The GR11</b>	1 85284 404 3	£12.95
<b>Walking in Croatia</b>	1 85284 406 X	£12
<b>The Way of St James: Pyrenees to Santiago</b>	1 85284 372 1	£11
<b>Walking in the Dolomites</b>	1 85284 385 3	£12
<b>Walking in Mallorca</b>	1 85284 250 4	£14.99
<b>Alpine Points of View</b>	1 85284 460 4	£22

### British Isles and general:

<b>Scrambles in Snowdonia</b>	1 85284 088 9	£10
<b>Hadrian's Wall Path</b>	1 85284 392 6	£12.95
<b>Hillwalking in Snowdonia</b>	1 85284 349 7	£10
<b>The Coast to Coast Trail</b>	1 85284 367 5	£12
<b>Scrambles in the Lake District Vols 1&amp;2</b>	1 85284 443 4/463 9	£12
<b>The South West Coast Path</b>	1 85284 379 9	£12.95
<b>Walking on the Isle of Man</b>	1 85284 399 3	£10
<b>The Isle of Skye – A Walker's Guide</b>	1 85284 366 7	£10
<b>Walking the Munros vol 1: S'th, Cent, West</b>	1 85284 402 7	£12
<b>Walking the Munros vol 2: North, Cairn'ms</b>	1 85284 403 5	£12
<b>The West Highland Way</b>	1 85284 369 1	£10
<b>Map and Compass</b>	1 85284 394 2	£12
<b>Hillwalker's Guide to Mountaineering</b>	1 85284 393 4	£14
<b>Hillwalker's Manual</b>	1 85284 341 1	£12