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trade guide**June 2007****Issue 18**

Cicerone guides are continuing to sell really well at the moment, with overall sales this year up nearly 20%! We're off to 'Outdoor 2007' in Friedrichshafen in July – come and visit us where we can talk with you about ideas to build your guidebook business. We will also be at the Kendal Outdoor Retail Show in August. Our new autumn titles are listed below.

REGISTER FOR OUR ON-LINE NEWSLETTER FOR MORE DETAIL AND UP-TO-DATE INFORMATION! (Email us now – info@cicerone.co.uk.) Next newsletter in August.

New guides: May 2007– January 2008

(all 13 digit ISBNs: 978 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
409	409 7	The Southern Upland Way	June	New title
497	497 4	Walking in the Bavarian Alps	June	New edition
506	506 3	The Mountains of Montenegro	June	New title
552	552 0	The Cotswold Way	July	New edition – now designated a National Trail
514	514 8	The Mount Kailash Trek	August	New title
528	528 5	Sport Climbing	Sept	New title
529	529 2	Rock Climbing	Sept	New title
504	504 9	The National Trails	Sept	New title
453	453 0	The Grand Canyon	Nov	New edition
511	511 7	The Robert Louis Stevenson Trail	Nov	New edition
507	507 0	Trekking in Andalucia: The GR7	Oct	New title
523	523 0	Walking in the Languedoc	Oct	New edition
508	508 7	Canyoning in Southern Europe	Jan	New title
549	549 0	Offa's Dyke Path	Jan	New edition
551	551 3	Cycling in the French Alps	Jan	New expanded edition
553	553 7	Bhutan: A Trekker's Guide	Jan	New edition

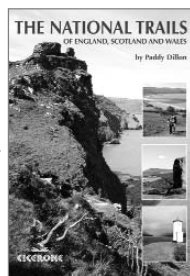
National Trails Promotion

Cicerone have guide books to every National Trail in Britain*. We are offering every customer a one-off chance to have an extra 5% discount on orders of over 5 copies of National Trail titles made on our special order forms. If you are a bookshop, please ask your ABS representative, or contact Cicerone for a form. All outdoor shops will receive an order form in early July.



A new comprehensive guide to Britain's National Trails will be published in September. **The National Trails** is a larger-format, full colour, 256pp book by Paddy Dillon, priced at £16.99.

* with the exception of the Pennine Bridleway and the Norfolk Coast Path



reprints coming soon...

CODE	ISBN	TITLE	PRICE
254	254 3	Wadi Rum	£17
438	438 7	The Julian Alps of Slovenia	£14
188	188 1	Land's End to John O'Groats cycle guide	£6.99

recent guides (all ISBNs: 978 1 85284)

501	501 5	Three Peaks, Ten Tors	£12.95
430	430 1	The Cumbria Coastal Way	£12
462	462 2	Walking in Kent	£12
494	494 3	The Pentland Hills	£10
503	503 2	The Great Glen Way	£10
496	496 7	The Tour of the Lake District	£12
512	512 4	The End to End Trail	£15
454	454 7	The Tour of Monte Rosa	£12
492	492 9	Across the Eastern Alps: The E5	£12
513	513 1	Chamonix to Zermatt (edition)	£12.95
532	532 2	Tour of Mont Blanc (edition)	£12.95
502	502 5	Ben Nevis and Glen Coe	£12.95
522	522 3	The Lea Valley Walk	£10

NEW BOOKS TO WATCH!

In the last newsletter we said to watch *The Tour of the Lake District* and *Navigation* – both books are still enjoying excellent sales. If you don't have them in stock, we think you should!

Ben Nevis and Glen Coe is now published. It has a really comprehensive selection of walks of all lengths and difficulty. The region is one of Britain's best mountain walking areas, attracting people from all over the UK and further afield.

Also in Scotland, our guide to *The Pentland Hills* is selling amazingly well, showing that good local titles are always in high demand. Our new edition of *The Cotswold Way* is completely up to date for its recent launch as a National Trail. Available early July.

ORDER DETAILS

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

TEL: 0845 226 8350

NEW FAX: 0845 370 0068

cicerone@booksource.net

New BookSource address:

50 Cambuslang Road, Cambuslang
Glasgow G32 8NB

or you can speak to us!

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Outdoor

European Outdoor Trade Fair

Thursday to Sunday

July 19 - 22, 2007

Friedrichshafen

Cicerone is returning to Friedrichshafen this year, and we really hope you will make time to come to our stand in Hall B1, stand 408.

We have FREE DAY PASSES for anyone who needs a ticket – just book an appointment. Passes are on a first-come, first-served basis.

Preview some of the new titles for autumn, or talk to us about the range you carry and let us help you develop your business. Or just come for a chat!

Please e-mail us info@cicerone.co.uk or phone, or you can fax or post the enclosed form for an appointment and tickets.

One of the most important things we value is being able to keep you up to date with all our titles, and to help you identify books which you should consider stocking.

PROMOTION!

Cicerone are running a promotion on a selection of UK long-distance trail guides from July through to September, supported by outdoor trade advertising and selected offers.

OTHER NEWS

Outdoor 2007. We will be exhibiting at the show in Friedrichshafen this year. Dates for your diary are 19–22nd July, Hall B1.408.

Kendal Outdoor Retail Show. 17th–19th August. Please get in touch to book an appointment so we can be certain to give you the time you need and deserve!

Are you a recommended stockist? Our website provides a search facility for stores stocking a good range of Cicerone titles. If we currently don't show your store and you think we should, please let us know and we will add you to the website database.

If you would like more copies of our catalogue, please just give us a call and we will send you whatever you need.

Don't forget we can now offer **posters, catalogues and spinners**. There are three sizes of spinner, counter-top (40–50 books), medium floor spinner (about 120 books), and large floor spinners (up to 250 books). We provide the spinner, and work with the store to select and develop a suitable range.

Mini-guides displays: small (holds approx. 12 books) or medium – a possible new counter-top spinning stand with six deep facings to hold approx 40 books, please tell us if you are interested.

Out of print/new editions:

The following guides are now out of print:

More Scrambles in the Lake District
White Peak Way
The Yorkshire Dales (1 85284 097 8)
The Viking Way
Walking in the Lammermuirs
The Brittany Coast Path
Hereford and the Wye Valley
Scottish Glens: numbers 7, 8 and 9

NEW EDITIONS coming in 2007:

The Cotswold Way – July
Walking in the Languedoc – October
The Grand Canyon – November
The Robert Louis Stevenson Trail – November

SEASON'S HIGHLIGHTS

• Ben Nevis and Glen Coe

A brand new walking guide to one of the very best walking regions in the UK.

• Tour of the Lake District

A new guide for all walkers to discover the best of Lakeland. Already a best-seller.

• New mini-guide series

The exciting new series of pocket-sized guides for essential skills to take into the hills. Watch especially for *Navigation* and *Pocket First Aid and Wilderness Medicine*.

• All the European titles, and British titles!

At this time of year especially, people are looking for ideas, information and reliable guidebooks. Cicerone's extensive range of award-winning guides provides all the essentials for the discerning walker.

best-selling guides

International:

Kilimanjaro	978185284 413 4	£14
Via Ferratas of the Italian Dolomites Vol 1	978185284 362 5	£12.95
The Julian Alps of Slovenia	978185284 438 7	£14
Tour of Mont Blanc (new edition)	978185284 532 2	£12.95
Chamonix to Zermatt (new edition)	978185284 513 1	£12.95
GR20 Corsica	978185284 477 6	£12.95
Shorter Walks in the Dolomites	978185284 351 9	£12
Walking in the Sierra Nevada	978185284 435 6	£12
The Way of St James: Pyrenees to Santiago	978185284 372 4	£12
Everest: A Trekker's Guide	978185284 418 9	£14.00
Walking in the Dolomites	978185284 385 4	£12.95
Walking in Sicily	978185284 395 3	£12
Cycle Touring in France	978185284 432 5	£14
Walking in the Alps	978185284 476 9	£20
Mont Blanc Walks	978185284 414 1	£12.95

British Isles and general:

Scotland's Mountain Ridges	978185284 469 1	£17.95
Hadrian's Wall Path	978185284 392 2	£12.95
The Coast to Coast Walk	978185284 505 6	£12.95
The South West Coast Path	978185284 379 3	£12.95
Walking on the Isle of Arran	978185284 478 3	£12.95
Walking the Munros vol 1: S'th, Cent, W'st	978185284 402 8	£12
Walking the Munros vol 2: N'th, Cairn'ms	978185284 403 5	£12
Hillwalking in Snowdonia	978185284 349 6	£10
Scrambles in Snowdonia	978185284 088 4	£10
The Isle of Skye – A Walker's Guide	978185284 366 3	£10
Tour of the Lake District	978185284 496 7	£12
Map and Compass	978185284 394 6	£12
Navigation (mini-guide)	978185284 490 5	£7.99
First Aid and Wilderness Medicine	978185284 500 7	£7.99
Mountain Weather	978185284 480 6	£12
Hillwalker's Manual	978185284 341 0	£12