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# trade guide

**September 2007****Issue 19**

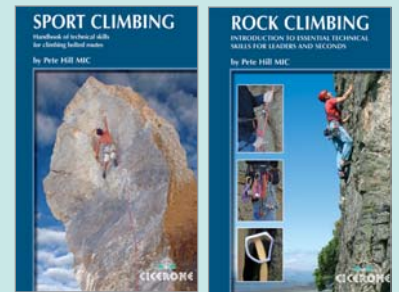
*The National Trails* is about to become one of our biggest books – and not just in actual size, although it does pack a lot of information into its 256 pages! It has just been selected for inclusion in the Independent Booksellers' Christmas catalogue. We have loads of advertising booked throughout the autumn, and a great selection of new autumn titles as 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 November.

## New guides: September 2007– April 2008

(all 13 digit ISBNs: 978 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
504	504 9	The National Trails	Sept	New title
528	528 5	Sport Climbing	Oct	New title
529	529 2	Rock Climbing	Oct	New title
511	511 7	The Robert Louis Stevenson Trail	Oct	New edition
507	507 0	Walking the GR7 in Andalucia	Oct	New title
523	523 0	Walking in the Languedoc	Nov	New edition
561	561 2	The Book of the Bivvy	Nov	New edition
453	453 0	The Grand Canyon	Jan	New edition
508	508 7	Canyoning in Southern Europe	Jan	New title
549	549 0	Offa's Dyke Path	Jan	New edition
553	553 7	Bhutan: A Trekker's Guide	Jan	New edition
470	470 7	Walks and Climbs in the Pyrenees	Feb	New edition
524	524 7	Through the Spanish Pyrenees: The GR11	Feb	New edition
499	499 8	Walks and Treks in the Gran Paradiso	Mar	Replaces 9781852842314 and 9781852842475
533	533 9	The GR5 Trail	Mar	New title. Replaces 9781852843267
516	516 2	Great Mountain Days: Lake District	Mar	New title
515	515 5	Walking in the Forest of Bowland/Pendle	Mar	New title



## Cicerone in the news...

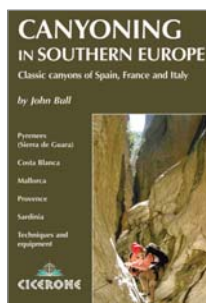
- Cicerone's new *National Trails* book has been selected for the Independent Booksellers' Christmas catalogue

- Paddy Dillon has been invited to give illustrated talks on national trails at Stanford's London and Bristol branches

- *The Tour of the Lake District* is highly rated by TGO magazine

- *Travel Bookseller* highlights *The National Trails* and *Canyoning in Southern Europe* as key titles to stock

- Cicerone sponsor the Kendal Mountain Book Festival – now in its fourth year, and still growing.



## reprints coming soon...

CODE	ISBN	TITLE	PRICE
432	432 5	Cycle Touring in France	£14
382	382 3	Walking in Provence (early 2008)	£12.95

both guides to Alpine Ski Mountaineering reprinting this autumn

## recent guides (all ISBNs: 978 1 85284)

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
502	502 5	Ben Nevis and Glen Coe	£12.95
522	522 3	The Lea Valley Walk	£10
409	409 7	The Southern Upland Way	£12
497	497 4	Walking in the Bavarian Alps	£14
506	506 3	The Mountains of Montenegro	£12.95
552	552 0	The Cotswold Way	£12
514	514 8	The Mount Kailash Trek	£12.95

## NEW BOOKS TO WATCH!

Take a look at the new rankings of bestselling guides below. There are one or two new books selling incredibly well!

*The National Trails, Rock Climbing and Sport Climbing* are three new titles for this autumn which definitely deserve space on your shelves. Evidence from our recent e-newsletter to our mailing list suggests there is also a lot of interest in the new editions of *Walking in the Languedoc, The Cotswold Way* and the new titles *Walking the GR7 in Andalucia* and *Across the Eastern Alps: E5*.

The three guides in the *Backpacker's Britain* series, covering Northern England, Northern Scotland and Wales will get a boost in the November issue of *TGO* magazine where we will be advertising the guides within a special Backpacking feature.

### 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!

01539 562069

## Keeping Cicerone guides in the public eye...

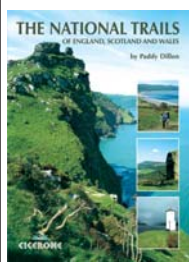
We are one of the only publishers who advertise in both book trade and outdoor-related media, regularly advertising in *Trail, TGO, Country Walking, Adventure Travel* and *Walk* magazines to mention just a few.

What does all this add up to?

It means that we do our best to keep the public, YOUR customers, hungry for new walking guides, and well informed about the range available.

Recently we placed additional advertising for *The National Trails*, plus some special advertising and promotions in magazines and on-line for the two new climbing guides. Winter titles, especially *Snow, Avalanche!* and the *Ski Mountaineering* guides, will be promoted throughout the winter season in *GoSnow* magazine.

## GIANT Poster available!



We have a HUGE (A0) poster of *The National Trails* available – ideal for window displays. Printed both sides, and mounted on foamex, let us know if/when you would like to borrow it!

## ON A TRAIN in NEW YORK...

We were chuffed to bits by this snippet sent in by our US distributor... "I was riding home on the train on Friday night sitting next to a woman reading some book. When I looked closer, I saw that she was reading a Cicerone Guide! I asked her about it and she said that they were **the best guides around**. She was of Russian descent and was about to embark on a two-week trek through the Alps".

## MINI GUIDES

**Mini-guides displays:** NEW shelf-edge display units – ideal for catching the eye! Also small counter-top units (hold approx. 12 books) or a possible new medium counter-top spinning stand – with six deep facings to hold approx 40 books. Please tell us if you are interested.

## OTHER NEWS

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.

Don't forget we can now offer **posters, catalogues and spinners**. There are three sizes of spinner. 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:**

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:**

Walking in the Languedoc – November

The Robert Louis Stevenson Trail – October

The Book of the Bivvy – November

**NEW EDITIONS coming in 2008:**

The Ecrins National Park – May

The Offa's Dyke Path – January

Cycling in the French Alps – April

Bhutan: A Trekker's Guide – January

The Grand Canyon – January

## SEASON'S HIGHLIGHTS

### • The National Trails

The most-wanted guide we think we have ever had. Order yours now!

### • Sport Climbing and Rock Climbing

Two new techniques books catering for this hugely popular sport, by one of Britain's most respected climbers.

### • Winter sunshine destinations

There are some great new guides as well as established favourites – new guides include *Walking the GR7 in Andalucia* and *Walking in the Languedoc (new edition)*.

Also recent walking guides to *Algarve, Mallorca, Western Crete* and many more.

### • Techniques books promotion throughout the autumn

## best-selling guides

### International:

Kilimanjaro	978185284 413 4	£14
Via Ferratas of the Italian Dolomites Vol 1	978185284 362 5	£12.95
Cycle Touring in France	978185284 432 5	£14
The Julian Alps of Slovenia	978185284 438 7	£14
Tour of Mont Blanc (new edition)	978185284 532 2	£12.95
The Way of St James: Pyrenees to Santiago	978185284 372 4	£12
Shorter Walks in the Dolomites	978185284 351 9	£12
Everest: A Trekker's Guide	978185284 418 9	£14.00
Walking in the Dolomites	978185284 385 4	£12.95
Chamonix to Zermatt (new edition)	978185284 513 1	£12.95
Mont Blanc Walks	978185284 414 1	£12.95
GR20 Corsica	978185284 477 6	£12.95
Walking in Tuscany	978185284 489 9	£14
Walking in Sicily	978185284 395 3	£12
Walks and Climbs in the Pyrenees	978185284 328 1	£15

### British Isles and general:

Scotland's Mountain Ridges	978185284 469 1	£17.95
The South West Coast Path	978185284 379 3	£12.95
Hadrian's Wall Path	978185284 392 2	£12.95
Walking the Munros vol 1: S'th, Cent, W'st	978185284 402 8	£12
The Coast to Coast Walk	978185284 505 6	£12.95
Walking on the Isle of Arran	978185284 478 3	£12.95
Hillwalking in Snowdonia	978185284 349 6	£10
Tour of the Lake District	978185284 496 7	£12
Scrambles in Snowdonia	978185284 088 4	£10
Walking the Munros vol 2: N'th, Cairn'ms	978185284 403 5	£12
The Isle of Skye – A Walker's Guide	978185284 366 3	£10
First Aid and Wilderness Medicine	978185284 500 7	£7.99
Navigation (mini-guide)	978185284 490 5	£7.99
Map and Compass	978185284 394 6	£12
Mountain Weather	978185284 480 6	£12
Avalanche!	978185284 473 8	£7.99