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trade guide



February 2003

Issue 2

Welcome to our second trade guide. There will be four issues each year to help you plan your stock and keep you informed about new and recent titles. We will also give you information to highlight major new guides that will be heavily promoted.

New UK long-distance guides



Cicerone have published guides to the major long-distance paths of the UK for a number of years, and offer a **staggering total of 32 guides to the country's trails.**

Four guides are to have a completely new look, with **full colour throughout, Ordnance Survey mapping and a new layout.** These are **The Pennine Way, The Coast to Coast Walk, The West Highland Way and The Pembrokeshire Coast Path.** A new comprehensive single volume replaces the original two-volume guide to the **South West Coast Path**, and a brand new guide to the **Greater Ridgeway** is also being introduced, which covers the **Wessex Ridgeway, The Ridgeway National Trail, the Icknield Way and the Peddar's Way.**

The authors of these guides are among today's best outdoor writers, and while their books are always carefully written, the walks are brought to life by each author's own distinctive style.

These new guides will be **launched at the Outdoors Show at the NEC in Birmingham on March 14th.**

Congratulations!

Congratulations to Jon Sparks, author of our new **Outdoor Photography** book. Jon has just won two major awards for his photographic work. Jon's next book for Cicerone is a guide to the Lancashire Cycleway, to be opened in May.

sales development

We are delighted to welcome Dave Fletcher, who joined us in early January. Dave is our new national salesman, with a brief to seek out new potential customers, and help our existing customers develop their sales of Cicerone guides.

new guides due February–April

(all ISBNs: 1 85284)

ISBN	TITLE	DUE
374 8	Alpine Ski Mountaineering Vol 2	Mar
365 9	Canary Islands Volume 1 West	Mar
368 3	Canary Islands Volume 2 East	Mar
382 9	Walking in Provence (second edition)	Mar
346 2	The Greater Ridgeway	Mar
379 9	The South West Coast Path	Mar
369 1	The West Highland Way (new edition)	Mar
367 5	The Coast to Coast Walk (new edition)	Mar
378 0	The Pembrokeshire Coast Path (new ed)	Mar
386 1	The Pennine Way (new edition)	Mar
352 7	Walking in Hungary	Apr
345 4	The Danube Cycleway	Apr
363 2	Walking in the Cordillera Cantabrica	Apr
385 3	Walking in the Dolomites (new edition)	Apr
380 2	Via Ferratas of the Italian Dolomites Vol 2	Apr
388 8	Walking in the Valais (new edition)	Apr

reprinting:

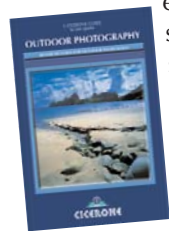
265 2	Walking in Northumberland
037 4	The Mountains of England and Wales Vol 2
239 3	Mountain walking in Austria
125 7	Walks in the Julian Alps
168 0	Walking on the Galloway Hills
144 3	Short walks in Lakeland: South
232 6	Short walks in Lakeland: North

recent guides:

356 X	Outdoor Photography
259 X	London: The definitive walking guide
341 1	Hillwalker's Manual (2nd edition)
360 8	Walking on Dartmoor (2nd edition)
348 9	Winter Climbing: Ben Nevis and Glencoe
373 X	Alpine Ski Mountaineering Vol 1 West Alps
362 4	Via Ferratas of the Italian Dolomites Vol 1
375 6	Vanoise Ski Touring
376 4	Snowshoeing: Techniques and routes W. Alps
366 7	The Isle of Skye Walkers' Guide (2nd edition)

did you know?

Outdoor Photography is the book that every outdoor enthusiast should have on their shelves. With chapters on equipment and techniques, wildlife, extreme conditions, action sports and landscapes, it is the indispensable guide by an **award-winning photographer and outdoor author.**

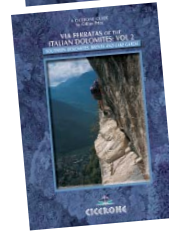
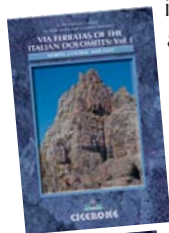


The long awaited **Hillwalker's Manual** is finally back in the shops, and enjoyed exceptional sales after launching just before Christmas. Fully up to date in every aspect, we are already planning the next reprint!



We have just begun a major campaign to launch **London: A Definitive Guide.** This is an important work, as it draws together information on all the walking possibilities in and around the capital. **"Londoners who are already keen walkers will be astonished at the richness and variety Saunders has uncovered....impressively comprehensive"** Des de Moor, The Rambler's Association, writing for TGO.

Via Ferratas are becoming immensely popular. Requiring specialist equipment and a good head for heights, the old wartime routes are being steadily improved, and new routes are being developed. **Via Ferratas of the Italian Dolomites Volume 1** covers the north, central and eastern Dolomites, and is proving to be the valued up-to-date essential guide to the region. **Volume 2**, and a possible volume 3 to be launched in April, will cover the southern, Brenta and Lake Garda regions.



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EXHIBITIONS

The **Daily Telegraph Adventure Travel Show** in January 2003 was as popular as ever. Ably assisted by some of Cicerone's leading authors, the Cicerone stand became a popular stopping point for visitors.

The Outdoors Show at the NEC in March promises to be bigger and better this year. We will be launching our new full-colour UK long-distance guides, as well as the new guides to the Canary Islands. Authors **Paddy Dillon** and **Kev Reynolds** will be giving talks in the Adventure Travel Theatre on the delights of the Canary Islands and the Pyrenees. **Jon Sparks** will be giving a talk in the theatre on outdoor photography techniques.

pilgrim routes

The popular **Way of St James** guide from Le Puy to Santiago is to be supplemented and eventually replaced by two new guides, which split the route at the Pyrenees. Together with the popular **cyclists guide** by John Higginson, these guides are set to be even more popular in the run up to 2004. In years when the 25th July falls on a Sunday, as it does in 2004, the numbers making the pilgrimage more than quadruple.



The Via de la Plata is a popular Way of St James from Seville to Santiago de Compostela.



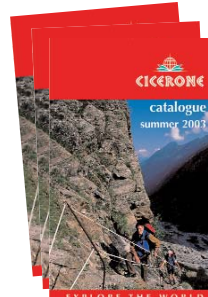
For those seeking a cooler climate, our guide to **The pilgrim road to Nidaros** in Norway is the only guide book available for this route. Author Alison Raju is a highly respected authority on pilgrim routes.

John Higginson has two new cyclists guides to pilgrim routes, **The Danube Cycleway (The Way of St Stephen)** and **Cycling the River Loire (The Way of St Martin).**

OTHER NEWS

Cicerone now offer **sales support** to a number of trade customers. If you would like to be part of this, then please let us know. It doesn't matter what level of business you currently do with us, or how you order, as long as you are committed to building your sales. Phone us on 01539 562069 for more details.

We can now offer our trade customers a selection of **posters** for use in stores and window displays. If you need any please give us a call – they're free!



Catalogues will in future be issued twice each year, in March and September, and will be sent to all customers. If you would like to order additional catalogues, just mark your order form or tell us how many you need.

We have introduced **spinners** into a selection of six stores across the country. They are in a variety of outlets, including two bookshops, two outdoor shops and two specialist independents. The sizes range from counter-top (holding around 40–50 books) through small floor spinners (holding 200 books) to large floor spinners (holding up to 340 books). We provide the spinner, and work with the store to select and develop a range. If you are interested in using a spinner to display your Cicerone guides, please contact either Dave Fletcher or Lesley Williams on 01539 562069.

spring is here!

We suggest the following new books:

Walking in Provence (new edition)

by Janette Norton 1 85284 382 9 £12

Walking in the Canaries: West

by Paddy Dillon 1 85284 365 9 £12

Walking in the Canaries: East

by Paddy Dillon 1 85284 368 3 £12

some of your favourite guides:

Walks and climbs in the Pyrenees	1 85284 328 4	£15
Chamonix to Zermatt	1 85284 327 6	£12
Via Ferratas of the Italian Dolomites Vol 1	1 85284 362 4	£12.95
Tour of Mont Blanc	1 85284 358 6	£12
Walking in Mallorca	1 85284 250 4	£14.99
GR20 Corsica: The high-level route	1 85284 321 7	£14
Scrambles in Snowdonia	1 85284 088 9	£10
Scrambles in the Lake District	0 902363 39 5	£10
The Way of St James	1 85284 271 7	£11.99
Walking in the Dolomites	1 85284 385 3	£12
100 Hut Walks in the Alps	1 85284 297 0	£12.99
Walking in Madeira	1 85284 334 9	£12
Chamonix-Mont Blanc walkers' guide	1 85284 357 8	£12



Walking in The Valais	1 85284 388 8	£12
Walking in Provence	1 85284 382 9	£12
Walking in Tuscany	1 85284 361 6	£14
Shorter Walks in the Dolomites	1 85284 351 9	£12
Through the Spanish Pyrenees GR11	85284 307 1	£12.99
The GR10 Trail: French Pyrenees	1 85284 364 0	£12
Costa Blanca walks: Vol 1	1 85284 330 6	£12
Costa Blanca walks: Vol 2	1 85284 338 1	£12
The Way of St James Cyclist's guide	1 85284 274 1	£8.99
Hillwalking in Snowdonia	1 85284 349 7	£10
Crete: The White Mountains	1 85284 298 9	£9.99
The West Highland Way	1 85284 369 1	£10
The Pennine Way	1 85284 386 1	£10
The Coast to Coast Trail	1 85284 367 5	£12