

# CICERONE

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# trade guide



## April 2008

## Issue 21

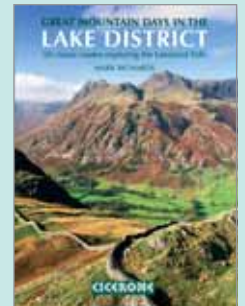
Cicerone's new crop of guidebooks for the first half of this year is steadily arriving. Key titles are 'Great Mountain Days in the Lake District', plus a number of important overseas books such as new guides to the GR5, Gran Paradiso, the Tour of the Oisans (GR54) and Cycle Touring in Switzerland. We also have new guides to the Yorkshire Dales and Forest of Bowland.

**REGISTER FOR OUR ON-LINE NEWSLETTER FOR MORE DETAIL AND UP-TO-DATE INFORMATION!** (Email us now – info@cicerone.co.uk.) Next newsletter in June 2008.

### New guides: February – August 2008

(all 13 digit ISBNs: 978 1 85284)

CODE	ISBN	TITLE	DUE	COMMENTS
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	The Gran Paradiso	Mar	Replaces 9781852842314 and 9781852842475
516	516 2	Great Mountain Days: Lake District	Mar	New title
515	515 5	Walking in the Forest of Bowland/Pendle	Mar	New title
533	533 9	The GR5 Trail	April	New title. Replaces 9781852843267
508	508 7	Canyoning in Southern Europe	April	New title
526	526 1	Cycle Touring in Switzerland	April	New title
511	551 3	Cycling in the French Alps	April	New edition
521	521 6	The Ecrins National Park	May	New edition
550	550 6	The Tour of the Oisans: GR54	May	Replaces 9781852841577
485	485 1	The Yorkshire Dales: South and West	May	New title
491	491 2	Navigating with a GPS	June	New mini-guide
520	520 9	Jordan: Walks, treks, caves, climbs...	June	New edition
540	540 7	Lakeland Fellranger: Central Fells	August	New series
541	541 4	Lakeland Fellranger: Near Eastern Fells	August	New series. (Two more titles in September.)



### Consistently the best!

• We are delighted to announce that members of the Ramblers' Association have once again voted Cicerone guides as the 'best walking book' to use.

• This is now the fourth consecutive year that we have won the 'gold' award in the guidebooks category of the awards.

• Every guidebook is unique, and all are a result of careful research by expert authors, whose writing style and knowledge of their subject matter is allowed to shine through.

• We support every guide in our range with carefully targeted advertising and promotional activity.



### reprints coming soon...

CODE	ISBN	TITLE	PRICE
505	505 6	The Coast to Coast Walk	£12.95
295	295 6	The Mountains of Romania	£17.00
392	392 2	Hadrian's Wall Path	£12.95
251	251 2	Walks in the Forest of Bowland	£5.99
402	402 8	Walking the Munros: Vol 1	£12.00

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

528	528 5	Sport Climbing	£12.95
529	529 2	Rock Climbing	£12.95
511	511 7	The Robert Louis Stevenson Trail	£12.95
507	507 0	Walking the GR7 in Andalucia	£12.95
523	523 0	Walking in the Languedoc	£12.00
561	561 2	The Book of the Bivvy	£9.99
453	453 0	The Grand Canyon	£14.00
549	549 0	Offa's Dyke Path	£12.95
533	533 7	Bhutan: A Trekker's Guide	£15.00

## 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* is the new title which definitely deserves space on your shelves. The new editions of *Walking in the Languedoc*, *The Cotswold Way* and the new title *Walking the GR7 in Andalucia* are also doing well, as are the new editions of *Walks and Climbs in the Pyrenees* and *Through the Spanish Pyrenees: GR11*. *Walks and Climbs*, now in its fifth edition, has been continuously in print for 30 years!

Of the current four mini-guides *Navigation and First Aid* and *Wilderness Medicine* are established best-sellers. Watch out for the new *GPS* mini-guide coming in June.

## Great Mountain Days news...

Huge demand... and that's before we even have the book in the shops! Mark Richards, author of *Great Mountain Days in the Lake District*, was delighted with the response of the visitors to *The Outdoors Show* at the NEC. All our pre-publication copies were sold on the first day, and many more orders were taken.

Mark is giving talks to launch the book at the Keswick Mountain Festival in May, and also at Stanfords in London and Bristol in support of their walking promotion.



## DISPLAY UNITS

Mini-guides displays: FREE!

NEW shelf-edge display units – ideal for catching the eye! (Hold approx four mini-guides)



← Also small counter-top units (hold approx. 12 books).



New medium counter-top spinning stand – with six deep facings to hold approx 40 books (only 25cm wide). Please tell us if you are interested in any of these units.



## 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 offer **posters, catalogues, display units** and **spinners**. We are happy to work with you to select and develop a suitable range.

## Out of print/new editions:

The following guides are now out of print:

The Brittany Coast Path  
Hereford and the Wye Valley  
Walking in Hampshire  
Scottish Glens: numbers 7, 8 and 9

**NEW EDITIONS 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  
Walks and Climbs in the Pyrenees – February  
Through the Spanish Pyrenees: GR11 – February  
Jordan: Walks, treks, caves, climbs... – June  
Crete: The White Mountains – Oct

### ORDER DETAILS

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

TEL: 0845 226 8350

FAX: 0845 370 0068

cicerone@booksource.net

BookSource address:

50 Cambuslang Road, Cambuslang  
Glasgow G32 8NB

or you can speak to us!

01539 562069

## GIANT Posters available!

We have HUGE (A0) posters of *The National Trails* and *Great Mountain Days*

*in the Lake District* – ideal for window displays. Printed both sides, and mounted on *foamex*, let us know if/when you would like to borrow them!



### \*\*\* KEY TITLES \*\*\*

- *The National Trails*

The most-wanted guide we think we have ever had.

- *Great Mountain Days in the Lake District*
- *Sport Climbing and Rock Climbing*

Two new techniques books to add to this essential series

- **New and current 'Alpine' titles** – key selling period
- **New and current British titles** – key selling period
- **Mini-guides series** – especially *Navigation, First Aid and Wilderness Medicine*, and the forthcoming *GPS* guide

## best-selling guides

### International:

Tour of Mont Blanc (new edition)	978185284 532 2	£12.95
Chamonix to Zermatt (new edition)	978185284 513 1	£12.95
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
Cycle Touring in France	978185284 432 5	£14
The Way of St James: Pyrenees to Santiago	978185284 372 4	£12
Shorter Walks in the Dolomites	978185284 351 9	£12
Walking in Mallorca	978185284 488 2	£15.00
Walking in the Dolomites	978185284 385 4	£12.95
Mont Blanc Walks	978185284 414 1	£12.95
GR20 Corsica	978185284 477 6	£12.95
Cycle Touring in France	978185284 432 5	£14
The Tour of Monte Rosa	978185284 454 7	£12
Walks and Climbs in the Pyrenees	978185284 470 7	£15

### British Isles and general:

The National Trails	978185284 504 9	£16.99
Tour of the Lake District	978185284 496 7	£12
Hadrian's Wall Path	978185284 392 2	£12.95
Hillwalking in Snowdonia	978185284 349 6	£10
The Isle of Skye – A Walker's Guide	978185284 366 3	£10
Scotland's Mountain Ridges	978185284 469 1	£17.95
The South West Coast Path	978185284 379 3	£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
Walking the Munros vol 2: N'th, Cairn'ms	978185284 403 5	£12
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