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trade guide



September 2003

Issue 4

Welcome to our fourth trade guide, to keep you informed about new and recent titles. The next issue will be in early January. This autumn will see the publication of two important techniques guides, covering mountaineering and navigation, and several new guides and new editions, mainly to overseas areas.

Techniques



Safety when walking, whether in high mountains or in more gentle countryside, is about being equipped with appropriate skills and putting them into practice. These two new books will have a wide appeal and teach valuable skills.



*Many hillwalkers aspire to the challenges of more demanding routes, but without the knowledge and skills required, routes such as the Cuillin Ridge remain unattainable, or, in the worst case, ill-equipped expeditions can get into severe difficulties. **Mountaineering: the Hillwalkers' Guide** is designed to provide these skills. Each chapter carefully describes a number of key skills, to help progress from hillwalking through scrambling into mountaineering, and then gives you a series of routes to develop these skills.*

***Map and Compass** is a guide to navigation skills, which will meet the needs of anyone from the novice to expert. Basic techniques through to advanced skills and GPS are covered, and there is also useful information on access laws and rights of way.*

*Both these books are backed by **strong advertising and promotion** in selected outdoor press, and further strengthen a growing series of trusted techniques guides.*



Harrogate 21st-23rd September

This year's outdoor industries trade show was completely sold out, and we were delighted that so many customers came to our stand. A number of new accounts were opened, reflecting the interest in the improvements we have made to the quality and range of our guides.

Previews of **Mountaineering: the Hillwalkers' Guide**, **Map and Compass**, and the first of an important **new series of Mountain Guides** were seen at the show. The first of the mountain guide series, a guide to the **High Pyrenees**, will be published in February 2004, and launched at the Outdoors Show, held at the NEC early in April. See over the page for more details.

new guides September – December

(all ISBNs: 1 85284)

| ISBN | TITLE | DUE |
|-------|---|-----|
| 390 X | South Pennines Walks | Oct |
| 353 5 | Walking in Derbyshire | Oct |
| 371 3 | The Way of St. James: France | Oct |
| 372 1 | The Way of St. James: Spain | Oct |
| 387 X | Walking on Corsica | Oct |
| 406 X | Walking in Croatia | Oct |
| 393 4 | Mountaineering: the Hillwalkers' Guide | Oct |
| 397 7 | Annapurna: a trekkers' guide (new edition) | Oct |
| 394 2 | Map and Compass | Nov |
| 396 9 | The John Muir Trail | Nov |
| 421 3 | Trekking in the Atlas Mountains (new edition) | Dec |
| 295 4 | The Mountains of Romania | Dec |

reprinting

| | |
|-------------|--|
| 304 7 | The Mountains of England and Wales Vol 1 |
| 088 9 | Scrambles in Snowdonia |
| 0902363 530 | White Peak Walks: Northern Dales |
| 0902363 883 | White Peak Walks: Southern Dales |

recent guides (all ISBNs: 1 85284)

| | | |
|-------|---|--------|
| 384 5 | The Lancashire Cycleway | £9 |
| 377 2 | Scotland's Far North | £10 |
| 345 4 | The Danube Cycleway | £10 |
| 363 2 | Walking in the Cordillera Cantabrica | £15 |
| 380 2 | Via Ferratas of the Italian Dolomites Vol 2 | £12.95 |
| 383 7 | Cycling the River Loire: The Way of St Martin | £10 |
| 381 1 | Cycle Touring in Spain | £14 |
| 389 6 | Historic Walks in North Yorkshire | £9 |
| 354 3 | Trekking in the Stubai Alps | £10 |
| 370 5 | Trekking in the Zillertal Alps | £10 |
| 352 7 | Walking in Hungary | £14 |
| 391 8 | Historic Walks in Cheshire | £9 |
| 335 7 | Walking in Berkshire | £10 |
| 385 3 | Walking in the Dolomites (new edition) | £12 |
| 382 9 | Walking in Provence (second edition) | £12.95 |
| 388 8 | Walking in the Valais (new edition) | £14 |

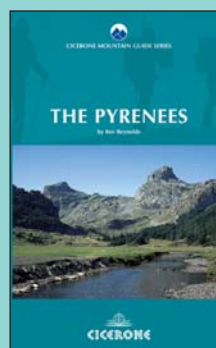
MOUNTAIN GUIDES



The Cicerone Mountain Guide Series is intended to be the definitive planning resource to mountain areas for all walkers, trekkers, mountaineers and climbers. Cicerone mountain guides will focus on specific mountain ranges – as well as providing all the background information required when planning a trip.

As a resource book aimed at the mountain enthusiast, each title will be written by a respected author with a proven record of activity within the range under review, whose clear love of and enthusiasm for the area, not to mention their vivid style, will inform and inspire the reader.

THE PYRENEES



by Kev Reynolds will be the first in this new series, to be published in February 2004. Two further mountain guides to other European mountain areas will be published within the following twelve months. The guide covers the High Pyrenees from the Cirque de Lescun on the edge of the Basque country in the west to the Carlit massif and Cerdagne east of Andorra, and is divided into five regional chapters: the Western Valleys; Cirques and Canyons; the Central Pyrenees; Enchanted Mountains; and Andorra and the Eastern High Pyrenees.

An extensive introduction gives all the practical advice and information needed for planning a trip. It offers a background to the mountains and their exploration, and provides a snapshot of the range with sections that help the reader focus on specific areas of activity, and suggests where best to exercise that activity. It also lists for the first time in an English-language guide all the Pyrenean 3000m summits.

WINTER GUIDES

Ski-mountaineering, ski-touring, winter climbing – Cicerone now have a strong selection of guides for winter activities, many of them published earlier this year:

- Alpine Ski-mountaineering: Western Alps
- Alpine Ski-mountaineering: Eastern Alps



- Vanoise ski-touring
- Snowshoeing in the Western Alps



- Ski-touring in Scotland
- Jura: walking the High Route and winter ski traverses

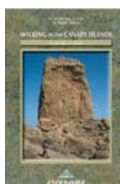
- Winter Climbs: Ben Nevis and Glencoe

- Cairngorm Winter Climbs
- Winter Climbs in the Lake District

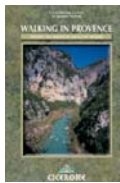
Snow and Ice techniques

WINTER SUN

Warmer countries provide superb walking possibilities during the winter months. Below is a selection of popular guides:



- Walking in the Canary Islands: Volume 1 West (El Hierro, La Palma, La Gomera and Tenerife)
- Volume 2 East (Fuerteventura, Gran Canaria, Graciosa and Lanzarote)



- Walking in the Languedoc
- Walking in Provence
- Costa Blanca Walks Vols 1 & 2
- Walking in Mallorca
- Walking in Madeira



- Walking in Tuscany
- The Atlas Mountains (Dec 2003)
- Climbing in the Moroccan Anti-Atlas (Jan 2004)



UK GUIDES

Our six new long-distance trail guides have been well received, and justifiably belong to our group of core titles to be sold throughout the country.

OTHER NEWS

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 are issued in March and September, and are sent to all customers. Our new catalogue for Winter 2003–4 is now available.

We have introduced **spinners** into a selection

of stores across the country. 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.



Following the enormous success of the Outdoors Show at the NEC, **The Outdoor Adventure Show** will be held in London, specifically to attract outdoor enthusiasts in the Greater London area. Cicerone will be at this show, held at the Business Design Centre in Islington, from **6th – 8th February**.

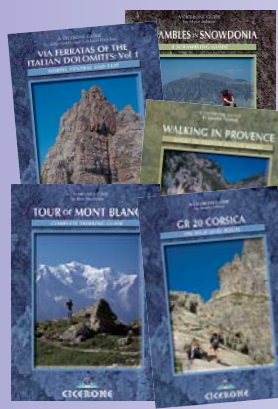
New editions:

(for titles not currently available)

- Hadrian's Wall** - 2004 details to follow
- Scrambles on Skye** - spring 2004
- The Isle of Man Coast Path** - spring 2004
- Haute Savoie** - two new volumes in spring 2005
- Walking in Sussex** - spring 2004
- The Shropshire Hills** - spring 2004
- The Alpine Pass Route** - spring 2004
- The Atlas Mountains** - spring 2004

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 |
| Via Ferratas of the Italian Dolomites Vol 2 | 1 85284 380 2 | £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 |
| Walking in the Dolomites | 1 85284 385 3 | £12 |
| Walking in Madeira | 1 85284 334 9 | £12 |
| Walking in Provence | 1 85284 382 9 | £12.95 |
| The GR10 Trail: French Pyrenees | 1 85284 364 0 | £12 |
| Walking in the Valais | 1 85284 388 8 | £14 |
| Walking in Tuscany | 1 85284 361 6 | £14 |



| | | |
|-------------------------------------|---------------|--------|
| Scrambles in Snowdonia | 1 85284 088 9 | £10 |
| Scrambles in the Lake District | 0 902363 39 5 | £10 |
| Scotland's Far North | 1 85284 377 2 | £10 |
| Hillwalking in Snowdonia | 1 85284 349 7 | £10 |
| The West Highland Way | 1 85284 369 1 | £10 |
| The Isle of Skye – a walker's guide | 1 85284 366 7 | £10 |
| The Coast to Coast Trail | 1 85284 367 5 | £12 |
| The South West Coast Path | 1 85284 379 9 | £12.95 |
| Walking on the Isle of Arran | 1 85284 269 5 | £11 |
| The Pennine Way | 1 85284 386 1 | £10 |
| The Ridges of Snowdonia | 1 85284 350 0 | £12 |
| Torridon – A Walker's Guide | 1 85284 022 6 | £7.99 |
| The Pembrokeshire Coast Path | 1 85284 378 0 | £12.95 |