

CICERONE2 Police Square, Milnthorpe,
Cumbria LA7 7PY

Tel: 01539 562069

Fax: 01539 563417

info@cicerone.co.uk

www.cicerone.co.uk

trade guide

**Autumn 2004****Issue 8**

This newsletter gives you the latest information about Cicerone. First of all, we hope you have received information about our new distribution arrangements. We also have a new winter catalogue, featuring some great new guides and a new Alpine photographic book. The next newsletter will be sent in early January.

OUR BIG BOOK FOR AUTUMN IS....

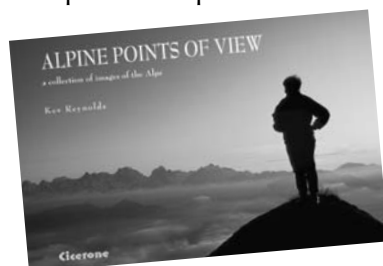
ALPINE POINTS OF VIEW

by **Key Reynolds**

ISBN 1 85284 460 4 RRP £22

hardback, 240mm x 160mm, 240pp

This photographic delight has been created by the well-known outdoor writer Key Reynolds, whose selection of **100 stunning photographs** and evocative text will reawaken old memories and provide inspiration for new adventures.



"Fall under the spell of the Alps and their amazing diversity of scenery"

Forming the basis of an **exclusive feature in November's TGO magazine**, the book is being advertised widely in both consumer and trade press.

Special discounts are available on orders of 10 or more copies. We can provide you with promotional materials such as posters free of charge.

Trekking peaks of the world

Two new guides for the adventurous traveller will be published in October:

Kilimanjaro – Africa's highest peak, and the World's highest volcano, and **Aconcagua**, South America, which is the World's highest trekking peak. Both guides provide all the information necessary for an expedition.

KILIMANJARO by Alexander Stewart

ACONCAGUA by Jim Ryan



new guides

September 2004 - January 2005

(all ISBNs: 1 85284)

CODE	ISBN	TITLE	DUE
C455	460 4	Alpine Points of View	Sept
C428	413 2	Kilimanjaro	Oct
C451	455 8	Aconcagua	Oct
C419	402 7	Walking the Munros Vol 1	Oct
C420	403 5	Walking the Munros Vol 2	Oct
C417	416 7	Trekking in the Apennines	Oct
C432	422 1	Walking in Malta	Oct
C264	433 7	Irish Coast to Coast Path (new edition)	Nov
C341	299 7	Glyndwr's Way	Nov
C429	414 0	Mont Blanc Walks	Jan
C422	407 8	Scotland's Far West	Jan
C437	431 0	Walking in Pembrokeshire	Jan
C359	444 2	Via de la Plata (new edition)	Jan
C442	439 6	Walking in Lancashire	Jan
C338	295 4	The Mountains of Romania	Spring

reprinting (available September onwards)

C311	256 3	Mountain Weather
C388	364 0	The GR10 Trail
C366	330 6	Costa Blanca Walks Vol 1
C374	338 1	Costa Blanca Walks Vol 2

recent guides (all ISBNs: 1 85284)

C435	426 4	The Pyrenean Haute Route	£15
C279	404 3	Through the Spanish Pyrenees: GR11(3rd ed)	£12.95
C412	390 X	South Pennines Walks	£5.99
C127	405 1	The Alpine Pass Route (new edition)	£12
C423	408 6	Backpacker's Britain: Wales	£10
C126	428 0	Walking in Northumberland (new edition)	£10
C161	446 9	Walks in Lancashire Witch Country (new edition)	£5.99
C185	392 6	Hadrian's Wall Path	£12.95
C430	415 9	Walking in the Dordogne	£12

NEW BOOKS TO WATCH!

The launch of *Hadrian's Wall* this month has already resulted in excellent sales, particularly in outlets on or near the trail. Many thanks to everyone so far. We will be officially launching the guide next spring, when there will be author signings and a local publicity campaign.

Walking in Croatia and *Walking in Corsica* are now doing well, attracting walkers who value the beauty of the Mediterranean and the excitement of a new and relatively unexplored area. *Walking in Croatia* has been described as "an adventurous new guide for the adventurous traveller" *Walk* magazine (Rambler's Association) Autumn 2004.

Walking on the Isle of Man and the new full-colour edition of the *Isle of Man Coastal Path* have enjoyed good early sales, helping to promote this walker's paradise during the recent walking festival.

Backpacker's Britain Volume 2: Wales is already complementing the extensive range of Cicerone titles to Wales, and provides a good selection of weekend-length trips.

Walking in the Dordogne, just launched this month, offers a great selection of walks for both holiday and short-break visitors alike.

Finally, if you haven't yet tried stocking *The Pyrenees*, the first of our new Mountain Guide series, try it now. Sales are going well, reviews are great, and it makes a good Christmas present!

NEW ORDER DETAILS

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

TEL: 0845 226 8350

FAX: 0141 557 0189

cicerone@booksource.net

or you can speak to us!

01539 562069

PLAN FOR CHRISTMAS!

We have been very busy here at Cicerone this year, and we believe the selection of new books currently appearing really meets the needs of the walking enthusiast and has great sales potential.

Obviously we are very proud of *Alpine Points of View*. It's looking great, and should be the perfect choice for anyone interested in the outdoors, and more especially the Alps.

Can we suggest these other best sellers for Christmas? (All ISBNs begin 185284)

420 5 The Pyrenees

261 X Walking in the Alps

342 X The Book of the Bivvy

355 1 An Atlas of the English Lakes

341 1 The Hillwalker's Manual

394 2 Map and Compass

393 4 The Hillwalker's Guide to Mountaineering

356 X Outdoor Photography

Don't forget the winter sunshine guides. *Walking in Malta* will be available in October, while *Walking in Croatia*, *Walking in the Canary Islands (2 vols)*, *Walking in Madeira*, *Costa Blanca Walks (2 vols)* and *Walking on Corsica* are all popular guides in the winter months.

Please check overleaf for new guides and publication dates!

EXHIBITIONS

Cicerone is returning to the Frankfurt Book Fair this autumn, Hall 8.0, stand H946.



The Cicerone stand at Go Outdoors in Harrogate this September will now be **Stand B18**. We look forward to meeting you there, when we will be showing our new guides, introducing new books and launching *Alpine Points of View*. **We have some free entry tickets if you need one (or two).**

OTHER NEWS

Over the busy months of the summer, we have sometimes found it difficult to provide the speed and standard of order processing and despatch which we know is so important to you. We have also reviewed our warehousing facilities in order to meet future demand.

You could call us victims of our own success!

As a result, from 1st September we are delighted that Booksource will be our distribution partner, handling invoicing, fulfillment, storage and cash collection. We are confident they will do their very best to provide a faultless service, but if you are in any way unhappy, please let us know, and we will try to sort things out.

Alpine Points of View is an inspirational book with a difference. **Just published**, this should provide an ideal gift for the experienced alpinist and armchair traveller alike.



Cicerone will be sending a catalogue update to selected UK individual customers this autumn. We hope this will lead to more sales enquiries for you, our trade customers in bookshops and outdoor shops.

Don't forget we can now offer our trade customers **posters, catalogues** and **spinners**. The sizes of spinner range from counter-top (holding around 40-50 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.

New editions coming:

Haute Savoie – two volumes

Walking in Lancashire – Spring 2005

The Ribble Way – Spring 2005

The Teesdale Way – Spring 2005

The Cotswold Way – Spring 2005

best-selling guides

International:

Via Ferratas of the Italian Dolomites Vol 1 1 85284 362 4 £12.95

Tour of Mont Blanc 1 85284 358 6 £12.95

Chamonix to Zermatt 1 85284 327 6 £12

Via Ferratas of the Italian Dolomites Vol 2 1 85284 380 2 £12.95

Walking in the Dolomites 1 85284 385 3 £12

The Pyrenees: World's Mountain Ranges 1 85284 420 5 £18

Walks and Climbs in the Pyrenees 1 85284 328 4 £15

Shorter Walks in the Dolomites 1 85284 351 9 £12

Walking in Mallorca 1 85284 250 4 £14.99

Chamonix Mont-Blanc Walks 1 85284 357 8 £12

Walking in Provence 1 85284 382 9 £12.95

The GR10 Trail: French Pyrenees 1 85284 364 0 £12

Walks in the Valais 1 85284 388 8 £14

British Isles and general:

The Coast to Coast Trail 1 85284 367 5 £12

The South West Coast Path 1 85284 379 9 £12.95

Scrambles in Snowdonia 1 85284 088 9 £10

Hillwalking in Snowdonia 1 85284 349 7 £10

The West Highland Way 1 85284 369 1 £10

Scrambles in the Lake District 0 902363 39 5 £10

The Pennine Way 1 85284 386 1 £10

The Pembrokeshire Coast Path 1 85284 378 0 £12.95

The Isle of Skye – A Walker's Guide 1 85284 366 7 £10

Scotland's Far North 1 85284 377 2 £10

Hillwalker's Guide to Mountaineering 1 85284 393 4 £14

Hillwalker's Manual 1 85284 341 1 £12

Map and Compass 1 85284 394 2 £12

Outdoor Photography 1 85284 356 X £12