

CICERONE2 Police Square, Milnthorpe,
Cumbria LA7 7PY

Tel: 01539 562069

Fax: 01539 563417

info@cicerone.co.uk

www.cicerone.co.uk

trade guide

**October 2006****Issue 15**

Our autumn and winter programme of publishing is as strong as ever, with a new comprehensive guide to *Lake District Winter Climbs* and an important new edition of our guide to *Walking in Mallorca*, plus some interesting new developments in the new year, including the launch of the first four titles in our new mini-guides series. Please take time to have a look at the new guides just published, and those coming soon. Our next newsletter will be issued in January, and will be mailed out with your new catalogue for 2007.

New guides: September – February 2007

(all ISBNs: 1 85284)

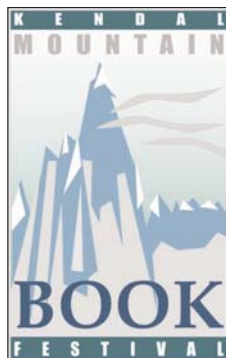
| CODE | ISBN | TITLE | DUE | COMMENTS |
|------|-------|---|-----|--|
| 458 | 458 2 | Backpacker's Britain: Northern Scotland | Oct | New title |
| 479 | 479 5 | The Lleyen Peninsula Coastal Path | Oct | New edition |
| 467 | 467 1 | Hillwalking in Wales Vol: 1 | Oct | New edition |
| 468 | 468 X | Hillwalking in Wales Vol: 2 | Oct | New edition |
| 488 | 488 4 | Walking in Mallorca | Oct | New edition (updated by Paddy Dillon) |
| 484 | 484 1 | Lake District Winter Climbs | Nov | New title with Fell and Rock Climbing Club |
| 500 | 500 7 | First Aid and Wilderness Medicine | Jan | New mini-guide |
| 490 | 490 6 | Navigation: Techniques & skills for walkers | Jan | New mini-guide |
| 474 | 474 4 | Snow | Jan | New mini-guide |
| 473 | 473 6 | Avalanche! | Jan | New mini-guide |
| 501 | 501 5 | Three Peaks, Ten Tors | Feb | New title |
| 430 | 430 2 | The Cumbria Coastal Way | Feb | New title |
| 462 | 462 0 | Walking in Kent | Feb | New edition (previously in two volumes) |

Join us at the Kendal Mountain Festivals 2006!

Between 10th and 19th November, Kendal will once again host one of the most prestigious Mountain Festivals in the world.

Cicerone are proud to sponsor the **Kendal Mountain Book Festival**, a great week-long programme of workshops, discussions and lectures. The book festival's significance is recognised by the fact that this year, for the first time, the **Boardman Tasker Mountain Literature Award** will be announced and presented during the festival.

Join Cicerone, and meet some of our authors, at **Turning Passion into Print**, one of a series of writing workshops to be held during the festival.



updated reprints

| CODE | ISBN | TITLE | PRICE |
|------|-------|---|--------|
| 381 | 381 0 | Cycle Touring in Spain | £14 |
| 421 | 421 3 | Trekking in the Atlas Mountains | £12 |
| 362 | 362 4 | Via Ferratas of the Italian Dolomites Vol 1 | £12.95 |
| 387 | 387 X | Walking in Corsica | £12 |

recent guides (all ISBNs: 1 85284)

| | | | |
|-----|-------|--------------------------------------|--------|
| 480 | 480 9 | Mountain Weather | £12 |
| 434 | 434 5 | Trekking in the Vosges and Jura | £12 |
| 505 | 505 8 | Coast to Coast Walk | £12.95 |
| 469 | 469 8 | Scotland's Mountain Ridges | £17.95 |
| 472 | 472 8 | Tour of the Matterhorn | £12 |
| 483 | 483 3 | Tour of the Jungfrau Region | £12 |
| 477 | 477 9 | GR20: Corsica – the high level route | £12.95 |
| 481 | 481 7 | Walks in the Yorkshire Dales | £7.99 |
| 432 | 432 9 | Cycle Touring in France | £14 |
| 486 | 486 8 | The Cathar Way | £12 |
| 440 | 440 X | The Mountains of Greece | £15.95 |
| 482 | 482 5 | The High Tatras | £15.95 |

WINTER HIGHLIGHTS

- **Walking in Mallorca**

A new edition, with expanded information and variants, updated by Paddy Dillon

- **Lake District Winter Climbs**

A new comprehensive guide published in partnership with the Fell and Rock Climbing Club

- **The Lley Peninsula Coastal Path**

A new, full-colour edition of this long-distance walk around an unspoilt coastline

- **New mini-guide series**

An exciting new series of really small pocket-sized guides for essential skills to take with you into the hills. All have PVC covers.

SNOW and *AVALANCHE!* are two guides with essential information for all winter activities. *FIRST AID AND WILDERNESS MEDICINE* is published for the first time by Cicerone, now in its tenth edition!! Finally, *NAVIGATION: TECHNIQUES AND SKILLS FOR WALKERS* provides essential instruction in a compact format to take out with you.

NEW BOOKS TO WATCH!

Of the new guides and editions published this year, a number are emerging in importance already.

Scotland's Mountain Ridges – a great guide for the climber and mountaineer, with excellent reviews. Selling well.

Tour of the Matterhorn – a new guide to a two-week trek around this iconic mountain.

'This is a wonderful route for the competent hillwalker.' (*Irish Mountain Log, Summer 2006*)

Cycling in the French Alps – are there any keen cyclists who can resist the challenge?

Tour of the Jungfrau Region – The best of the Bernese Alps, by a great author.

IMPORTANT NEWS FOR BOOK TRADE CUSTOMERS!

During the last five years Cicerone have only had a limited sales presence in the book trade – during which time we have doubled our sales!

We are delighted to tell you that we have now appointed Amalgamated Book Services (ABS) to represent us in the book trade. ABS are highly regarded for their professional and helpful approach and attention to detail. Their task is to build awareness of the Cicerone brand, and to help stores provide their customers with a strong-selling range of guides.

You may already know them as they currently represent Letts and a number of other publishers, many with specialist lists such as ours.

We are confident that they will provide you with strong support for our backlist, and will be able to give you the time and personal contact to help you develop your sales.

We will continue to look after our outdoor retail customers directly.

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

OTHER NEWS

NEW E-NEWSLETTER ... We have enclosed a letter with this newsletter, asking for details such as e-mail and contact names, as we intend to be able to communicate more directly with you all, and send the newsletter by e-mail if that would be useful. **PLEASE take a couple of minutes to complete it and fax it back to us!** It could be a way of saving a lot of time – and trees!

BookSource move to a new warehouse

BookSource are now happily installed in their new, state-of-the-art warehouse in the south of Glasgow. Many of you will have been only too aware that the move didn't go as quickly and smoothly as anticipated, for which Booksource and we are truly sorry. Thanks to a great deal of hard work, they are now back to their normal high standards of service.

If you would like more copies of our catalogue, please just give us a call and we will send you whatever you need.

Don't forget we can now offer **posters, catalogues and spinners**. There are three sizes of spinner, counter-top (40–50 books), medium floor spinner (about 120 books), and large floor spinners (up to 250 books). 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:

Rock Climbs in the Verdon

More Scrambles in the Lake District

White Peak Way

Walking in Cheshire

Walking in The Black Forest

Walking in Oxfordshire

The Yorkshire Dales (1 85284 097 8)

The Viking Way

There will be **NEW EDITIONS** of these guides later this year or in 2007:

The Lley Peninsula Coast Path – October

Hillwalking in Wales Vols 1 and 2 – October

Walking in Mallorca – New

Walking in Kent – February 2007

The Lea Valley Walk – April 2007

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 |
| Kilimanjaro | 1 85284 413 2 | £14 |
| The Julian Alps of Slovenia | 1 85284 438 8 | £14 |
| Chamonix to Zermatt | 1 85284 327 6 | £12 |
| Shorter Walks in the Dolomites | 1 85284 351 9 | £12 |
| GR20 Corsica | 1 85284 477 9 | £12.95 |
| Mont Blanc Walks | 1 85284 414 0 | £12.95 |
| Tour of the Matterhorn | 1 85284 472 8 | £12 |
| Everest: A Trekker's Guide | 1 85284 418 3 | £14.00 |
| Via Ferratas of the Italian Dolomites Vol 2 | 1 85284 380 2 | £12.95 |
| Walking in the Dolomites | 1 85284 385 3 | £12 |
| Walking in the Alps | 1 85284 476 0 | £20 |
| The Way of St James: Pyrenees to Santiago | 1 85284 372 1 | £11 |

British Isles and general:

| | | |
|--|---------------|--------|
| Hadrian's Wall Path | 1 85284 392 6 | £12.95 |
| Scotland's Mountain Ridges | 1 85284 469 8 | £17.95 |
| Walking on the Isle of Arran | 1 85284 478 7 | £12.95 |
| The Coast to Coast Walk | 1 85284 505 8 | £12 |
| The South West Coast Path | 1 85284 379 9 | £12.95 |
| Walking the Munros vol 1: S'th, Cent, West | 1 85284 402 7 | £12 |
| Walking the Munros vol 2: North, Cairn's | 1 85284 403 5 | £12 |
| The Isle of Skye – A Walker's Guide | 1 85284 366 7 | £10 |
| Hillwalking in Snowdonia | 1 85284 349 7 | £10 |
| Scrambles in Snowdonia | 1 85284 088 9 | £10 |
| Map and Compass | 1 85284 394 2 | £12 |
| Mountain Weather | 1 85284 480 9 | £12 |
| Hillwalker's Guide to Mountaineering | 1 85284 393 4 | £14 |
| Hillwalker's Manual | 1 85284 341 1 | £12 |