

Spotlight on Sigel

Sigel
Press

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WWW.SIGELPRESS.COM

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Happy Holidays from T Sigel Consulting/Sigel Press

Another year has flown by! We continue to grow organically and thank you for your continued support. On the consulting side of the business, the year has been filled with projects across multiple disciplines in the areas of market research, focus groups, lectures, workshops, training seminars and book development. We also worked on several customized book projects. On the press side of the business, we rolled out more Sigel Special Reports, launched *Shattered Truths*, David Jowsey's sequel to the popular *Dragons in the Sky*, and added some exciting distributed titles to our portfolio.

We also proudly collaborated with Pearson Benelux and Quadia Netherlands to produce a robust Dutch online marketing management course that features marketing guru, Philip Kotler, as well as video cases of global companies. The course can be easily and readily adapted to English and other languages around the globe. Touch base with us for more details of how we can make this work for you.

We also struck agreements with Bertram's in the UK for greater distribution of our product, and are also collaborating with Ingram's in the US to convert everything into eBooks for the global MyiLibrary program as well as general distribution.

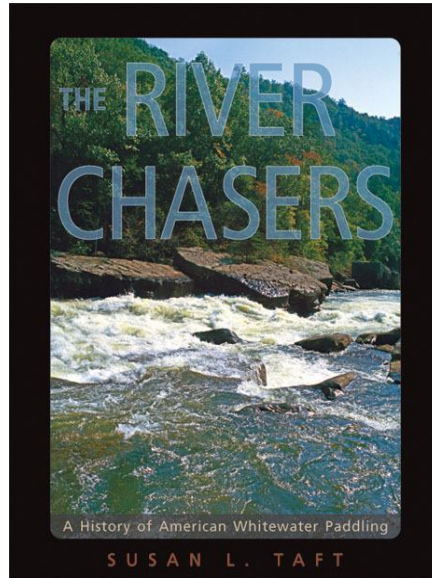
Take a look at our eclectic, but exciting list of titles below and place your holiday orders. We also offer Sigel Press gift certificates which are available for purchase on our website.

We wish you and your loved ones health, happiness and all good things during this festive season and in 2010.

All the best,

Thomas

SIGEL PRESS SPLASHES OUT



Sigel Press is proud to introduce its latest distributed title, *The River Chasers: A History of American Whitewater Paddling* by Susan Taft. This narrative history of American whitewater canoeing and kayaking traces the evolution of paddling through the people, places, and events over the last century. The culmination of five years of research and 130 interviews, *The River Chasers* covers whitewater paddling from wood/canvas canoes and folding kayaks to modern day composite and plastic; from recreational whitewater to slalom, squirt and freestyle; and from clubs to the leading whitewater manufacturers.

In recognition of its treatment of the history of a sport, *The River Chasers* was accepted for inclusion into the Library of Congress, a major accomplishment for preserving whitewater's history while also telling the story of the sport to future generations. The book has also been recognized for telling the history of commercialization of user innovations, a process outside of the traditional market system of business economics.

The book is 384 pages with sixty-five photos and includes a complete list of references and listings of American champions and medalists for slalom and wildwater.

Now available at www.sigelpress.com

Spotlight on Susan Taft



Susan L. Taft has led two very different lives. Her professional vocation has been as a research chemist, engineer, and manufacturing business owner. She is an entrepreneur with over thirty years of experience in a wide range of industries and currently provides business consultant services to a range of clients. However, her avocation and passion has always been in whitewater paddling. She has been a regular contributor to *American Whitewater* as well as the Executive Director of the International Whitewater Hall of Fame and is frequently contacted for her expertise of the history of whitewater.

To learn more visit www.theriverchasers.com and www.floatingwaterpress.com

Don't Forget Sigel Special Reports

To obtain Sigel Special Reports, visit www.sigelpress.com and download your electronic copies. Reports include:

Chairman and the Board: A Study of the Role, Contribution and Performance of Australian Board Directors

Chairman and the Board: A Study of the Role, Contribution and Performance of UK Board Directors

Techno Addicts: Life Style Through Technology

Techno Addicts: Young Person Addiction to Technology

Talking to the Empowered Consumer: Dealing with the Shift of Power

HAVE A GROUNDBREAKING TOPIC THAT WOULD BE APPROPRIATE FOR A WHITE PAPER? CONTACT SIGEL PRESS AT TSIGEL@SIGELPRESS.COM TO SHARE YOUR IDEA.

T SIGEL CONSULTING/SIGEL PRESS IS AVAILABLE TO HELP MEET YOUR NEEDS

Don't forget, that T Sigel Consulting/Sigel Press offers a wide-range of business, training, educational, editorial and publishing services which include, but are not limited to:

- In-house training seminars/workshops in the areas including marketing, sales and leadership for both profit and non-profit organizations
- Assistance on writing/refining your business or marketing plan
- In-company/organization assessment to help create efficiencies and maximize your business
- Publishing training and workshops- ideal for library and writers' group programs
- Editorial services for individuals and corporations
- Key-note presentations for your next corporate or non-profit event by Thomas Sigel as well as all Sigel Press authors
- Customized (bespoke) publications

Contact us via email at tsigel@sigelpress.com or by phone- In the USA: 330-722-2541 or in the UK: 01223 303 303 to let us know how we might be able to assist you!

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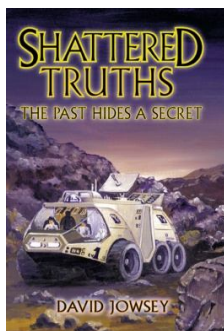


Dragons in the Sky by David Jowsey

On a blisteringly hot summer day, ten year old Tom Richards' world is turned upside down as an incoherent figure stumbles into his garden. He is Danny, a long-lost childhood friend of Tom's father. When Danny begins revealing the story of his youth, Tom's family is forced into an experience none of them could have imagined. This book is a great read for anyone over the age of 10.

"*Dragons in the Sky* is an amazing adventure set against the most vivid backdrop of the moors. Atmospheric, frightening and yet most thrilling – a book that must be read." – **GP Taylor**, International best-selling author of *Shadowmancer* and *The Curse of Salamander Street*.

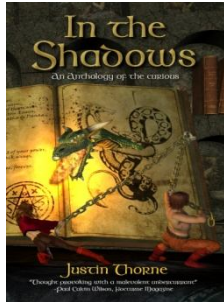
978-1-934087-43-5



Shattered Truths: The Past Hides a Secret by David Jowsey

Tom Richards knows he has been destined to visit the red planet since his childhood encounter with the An'Tsari thirty years before. As part of an international team of astronauts, Tom explores the surface of Mars. Now, as the crew struggle to survive a planet-wide storm, Tom must confront the existence of a sinister organisation and come to terms with his own future. Can he protect humanity from a dark and treacherous past, or will the existence of such an overwhelming power mean the extinction of the human race? *Shattered Truths* is the eagerly awaited sequel to *Dragons in the Sky*, and draws the second chapter of the An'Tsari trilogy to a nail-biting conclusion.

978-1-905941-02-5

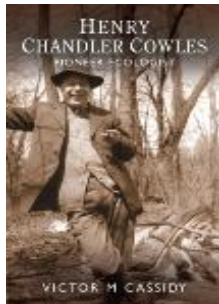


In the Shadows: An Anthology of the Curious By Justin Thorne

In the Shadows is a collection of previously published short stories and brand new tales from an emerging voice in genre fiction. The anthology includes fantasy, horror, science fiction, crime, mystery and an exclusive preview of the forthcoming fantasy novel, *Footsteps*.

“It has been said over and over that all writers secretly wish they were rock stars. Justin Thorne has the somewhat maddening ability to be both. And like good music, his writing is arresting and fearless yet it never fails to charm” –**Jonathan Miller, Editor in Chief, BeWhich Magazine.**

978-1-905941-03-2

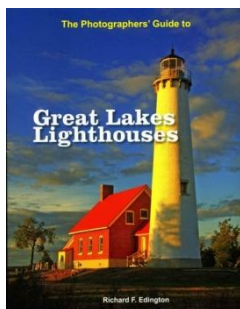


Henry Chandler Cowles: Pioneer Ecologist by Victor M. Cassidy

Henry Chandler Cowles (1869-1939) was an ecologist, botanist, teacher, and conservationist who made hundreds of field observations of the sand dunes landscape that rings the southern and eastern shores of Lake Michigan.

“As the first published biography of this pre-eminent scientist who established ecology as a discipline in the early 20th century, Cassidy's work is significant...The biography is comparable to those of his contemporaries, Frederick Clements and Victor Shelford.” -**Noel Pavlovic, Research Ecologist, Great Lakes Science Center**

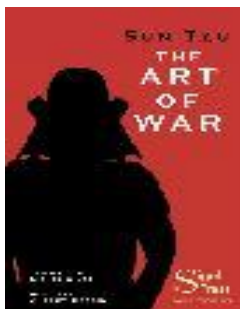
978-1-934087-20-6



The Photographers' Guide to Great Lakes Lighthouses by Richard F. Edington

This new concept in ‘How To’ photo books features 25 photogenic lighthouses in the central Great Lakes region. It is instructional to photographers of all levels and enjoyable to those who are simply lighthouse lovers. In addition to many helpful hints for photographing all lighthouses, each chapter contains text and photos for the individual lights including: Distinguishing Features, Best Time of Day, Suggested Compositions, Sunset/Sunrise and Directions (including GPS coordinates). There are a total of 128 striking photographs.

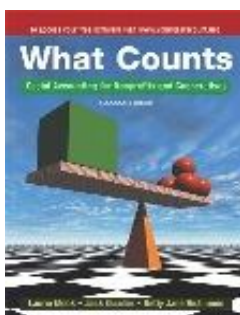
978-0-615-22081-9



Sun Tzu's *The Art of War*, an audio book read by Andrew Hogbin

Sun Tzu was a brilliant Chinese general who lived around 400 to 320 BC. **He wrote “The Art of War” for his king, Ho Lu, and it is the oldest extant treatise dealing with the concepts and principles of conventional warfare.** The lessons Sun Tzu drew then are as relevant today as they were over two millennia ago. This translation was first published in 1910 by Dr. Lionel Giles, a famous sinologist, who worked at The British Museum in London.

978-1-905941-07-0



What Counts: Social Accounting for Nonprofits and Cooperatives

by Laurie Mook & Jack Quarter, of the Ontario Institute for Studies in Education, and Betty Jane Richmond of York University.

What Counts goes beyond traditional accounting and tells the story of nonprofit and cooperative performance in an effective and interesting way.

“For years, I collected examples of social accounting practices and developed a thick folder of materials. Thankfully, it has now been replaced by a detailed and effectively written reference—*What Counts.*” - **Elizabeth K. Keating, Senior Research Fellow, Harvard University**

978-1-905941-01-8



Exploring Marketing: A Creative Learning Approach

By Patrice Ann Nuq and Bob Boland, of the International University in Geneva

Exploring Marketing is a tried and tested program guaranteed to solidly teach and reinforce the basic principles and concepts of marketing. This text's innovative Creative Learning Approach leads the reader from simple to complex ideas in a gradual fashion. Accompanying the text is a CD-ROM filled with enrichment materials to enhance the learning process including: a glossary of 200 terms, Power Point slides containing sample cases, audio reinforcement, and even a final exam.

"This is an amazing course! I was able to apply my knowledge of marketing immediately in the workplace... I highly recommend this approach." - **Valerie Extermann**, Communication Specialist, CATERPILLAR Geneva, Switzerland

978-1-905941-00-1

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