

Spotlight on Sigel

Sigel
Press

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Cassidy to Give Lecture at Oberlin

The esteemed author is set to talk about his new biography, *Henry Chandler Cowles: Pioneer Ecologist*.

Author Victor M. Cassidy will be travelling to Oberlin College on Thursday, September 27, 2007 to give a lecture on his newest book *Henry Chandler Cowles: Pioneer Ecologist*, a first ever biography of the influential researcher and conservationist. The lecture will begin at 7:30pm in Hallock Auditorium.

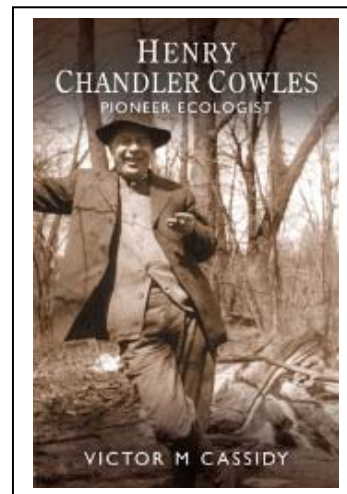
In addition to the lecture, Mr. Cassidy will be the featured guest at MindFair Books in Oberlin at 4pm, located at 13 West College Street. Stop by for your autographed copy. Refreshments will be served.

Both events are free of charge and open to the public.

Henry Chandler Cowles: Pioneer Ecologist is the story of Henry Chandler Cowles (1869-1939) 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. His study demonstrated that the outdoor environment is a dynamic system in which plants, soil, moisture, climate, and topography interact.

Specifically, he made sense of a poorly understood natural phenomenon called plant succession, which denotes the way that communities of plants come into a landscape, flourish, and create conditions for their replacement by other plant communities.

This is the first and only book on Cowles and serves as the definitive text on this pioneer ecologist. It holds an appeal for ecology students and educators, conservation activists, history enthusiasts, and Great Lakes aficionados.



"[This book] is a significant contribution to the history of ecology. 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, given that many of the records were destroyed by Cowles' wife after his death."

- Noel B. Pavlovic, a research ecologist
at the Great Lakes Science Center

LETTER FROM THE CEO

Dear Clients, Customers and Friends,

This marks the inaugural issue of *Spotlight on Sigel*. The past 17 months have been exciting and filled with challenges as I took that bold entrepreneurial plunge from the corporate world and launched both T Sigel Consulting and Sigel Press.

We now have offices in Cambridge, England, and Medina, Ohio, so we are able to conduct business and meet our customers' needs on both sides of the Atlantic. **Andrew Hogbin** is holding down the fort in Cambridge. I am based in Ohio, but am also making frequent trips across the pond when necessary.

From the consulting side, we have been working on a variety of projects for major clients, including Pearson Education, Oxford University Press, Cambridge University Press, Cambridge Marketing College, Blackwell Publishers, and McGraw Hill. In March 2007 we had the distinct honor of videotaping marketing guru, Philip Kotler at his winter home in Longboat Key, Florida. Stay tuned for the forthcoming complete marketing management online course, delivered by Phil. Ideal for online and distance learning programs, this informative video can be customized for your own training needs, whether academic or corporate. We have collaborated with **Quadia WebTV** in the Netherlands to produce this innovative product.

From the book publishing angle, we have proudly produced seven books, including most recently, an audio-book version of Sun Tzu's *The Art of War*. This is the first human-voice version of this classic Chinese text. The book is available as a download from www.sigelpress.com. Interested in using this book in the classroom or making it available to people in your organization? Contact us directly and we can arrange a site license.

We are also extremely proud of our authors, but must make mention of a couple significant events. *Dragons in the Sky* author, **David Jowsey**, has had overwhelming success with his debut novel. To our delight, we sold 1,000 copies within 10 days and immediately ordered another print run. David was featured on **ITV's North East Tonight** in February 2007.

May 2007 saw the launch of **Justin Thorne's** first collection of short stories: **In the Shadows: An Anthology of the Curious** at Waterstones in Jersey. The book hit the best-selling charts on the Isle for 5 weeks over the summer. Now if it could only make the New York Times Bestsellers List! We are off to a great start. Justin was also featured on BBC Radio and TV.

In this issue we feature our current titles and those that will publish in the near future. We also spotlight, Nigel Bradley, author of *Green Marketing* which will publish in early 2008.

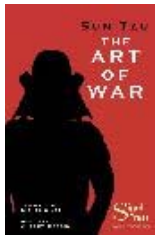
We thank you for your business, encouragement and support and ask you to continue to spread the good word about T Sigel Consulting and Sigel Press. Encourage everybody you know to visit our websites- www.tsigel.com and www.sigelpress.com.

As always, we welcome your comments and your feedback. Stay in touch!

Best regards,

Thomas

Now on Sale!



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



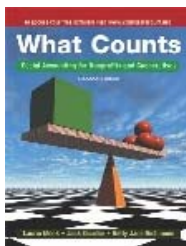
Dragons in the Sky by David Jowsey
On a blisteringly hot summer day, ten year old Tom Richards’ world is turned upside down as an incoherent figure stumbles into his garden. He is Danny, a long-lost childhood friend of Tom’s father. When Danny begins revealing the story of his youth, Tom’s family is 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



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



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

Coming Winter 2008!
Nigel Bradley's *Green Marketing*

**Green
Marketing**
Nigel Bradley



AUTHOR SPOTLIGHT – Nigel Bradley

Green Marketing

Coming Winter 2008!

As we have become more conscious of the world in which we live and the implications of a more environmentally friendly world, green marketing has become more prevalent. Sigel Press proudly announces the publication of Nigel Bradley's *Green Marketing* which will appear in Winter 2008. Stay tuned as more details become available.

Nigel Bradley is a Senior Lecturer in Marketing at Harrow Business School at the University of Westminster. With a Master of Science degree in Product Management and Marketing from Cranfield, Nigel began his career with the Burke Research Services Group, where he worked on Agricultural and Industrial market research studies. Following this, he took up a post with a Packaging Machinery company in Italy as an OEM Product Manager.

Upon his return to the UK Nigel became Associate Director with BJM Research and Consultancy where he helped to build a profitable Agricultural Research Unit. He joined Research Services Ltd (RSL) to head the International Division, where he was responsible for securing significant new projects and clients in all sectors. The company became IPSOS and Nigel moved to the Media Department, where he assumed day-to-day responsibility for the National Readership Survey (NRS) and the British Businessman Readership Survey (BMRC).

During his time at the University, he has led modules in Marketing Research, Digital Age Marketing, Principles of Marketing, Marketing Management, Promotional Management and Research Methods for Management, and supervised student research at the undergraduate, Masters and Doctorate levels. Nigel's academic research interests include Green Marketing, Electronic Marketing and Marketing Research. In addition to his university teaching, Nigel is a Chartered Marketer and continues to work as Marketing Research Consultant to research agencies. He is also an examiner for the Chartered Institute of Marketing and the Market Research Society.

In the Shadows Captures Audience at Waterstones

“Thorne has an engaging style that keeps you turning the pages. From unsettling tales of the supernatural to well-paced fantasy, this is a debut that signals a promising future.” - **James Barclay, Author of the Raven series and Cry of the Newborn.**

"It's 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**

St Heliers, Jersey, Channel Islands- The day could not have been better. The St. Heliers Branch of Waterstones graciously cooperated with Sigel Press in launching Justin Thorne's debut anthology, *In the Shadows: An Anthology of the Curious*. The event attracted over 100 fans of the talented Justin Thorne as he signed copies of his book while people mingled, enjoyed delicious canapés and sipped French wine. Justin was also featured on the BBC radio and TV and received favorable reviews, including one on the Science Fiction and Fantasy (SFF) World website. To view the television interview and read various reviews, visit Justin's site at www.justinthorne.com. To purchase your copy of the book, visit www.sigelpress.com. There are still a few limited edition signed copies available.



ARE YOU A NEW OR PREVIOUSLY UNPUBLISHED AUTHOR? READ ON...

Writing a book is a major undertaking. At Sigel Press we firmly believe the first step towards getting your book on paper (and eventually into print) is an exciting and well-conceived proposal.

Many authors are eager to plunge into the actual writing of their book. They wonder why they should spend time and effort on something that will not be part of the finished book. A good proposal is anything but a waste of time.

It is essential for our success as a publisher and yours as an author that we are certain you have found the most suitable publishing program for your work. The more information we have, the easier it is for us to make the right decision.

A positive reception of your proposal by the academics or professionals called on by the publisher to review it will assure confidence in the saleability of your book. It will also help 'pre-sell' the book and garner the kinds of constructive criticism that will help you produce a book with the greatest possible appeal.

A good proposal is also the framework for the book. It – and the editor's and reviewers' comments – should serve as a guide in preparing an initial manuscript. If you can execute the ideas embodied in a well-received proposal, you may expect a similarly warm reception for your book.

Interested? Find out more at www.sigelpress.com and click the Submissions tab.

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MEET OUR NEW EA!



Matthew Wayman has recently joined us as an Editorial Assistant. He has already plunged into marketing, sales, and behind the scenes activities.

When away from the office, Matthew is a student at Kent State University, where he studies English and biology. He likes long walks on the beach, piña colodas, and getting caught in the rain.