

Spotlight on Sigel

Sigel
Press

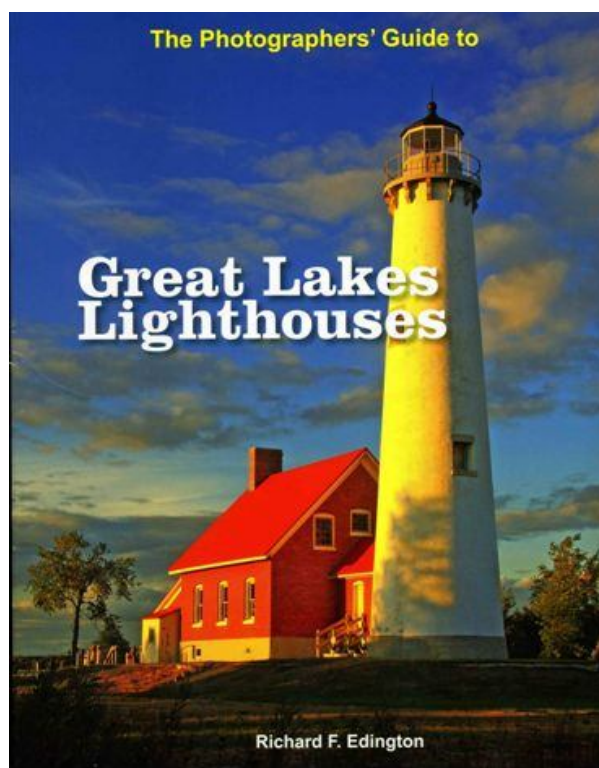
Volume 3, Issue 3
September 2009



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The Photographers' Guide to Great Lakes Lighthouses



Sigel Press is proud to present a new concept in 'How To' photo books. *The Photographers' Guide to Great Lakes Lighthouses* by Richard F. Edington 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.

Now available at www.sigelpress.com

Spotlight on Klaus Oestreicher



Sigel Press is proud to welcome **Klaus Oestreicher** into its portfolio of authors. In a **Sigel Special Report** this month, Klaus discusses the empowered consumer and how organisations are dealing with the shift in power as they respond to customer needs. Klaus is a Senior Lecturer in International Business with the Worcester Business School of the University of Worcester. Specialising in fast moving consumer goods and the Home Entertainment industry, Klaus brings over twenty years of practitioner experience to academia. He has served as director and has been a member various multinational company boards and has consulted for European and overseas customers.

Often a guest lecturer around the globe, Klaus is a Chartered Marketer and Fellow with the Chartered Institute of Marketing, an Accredited Practitioner and Member of the Chartered Institute of Public Relations, a Fellow with the Institute of Sales and Marketing Management and a Member of CEROS, Centre d'études et de recherches sur les organisations et la strategie with the Université Paris Ouest Nanterre La Défense, France. His research, which has appeared in numerous European and US publications, is focused on Innovation and Strategic Communication.

To purchase your electronic copy of *Talking to the Empowered Consumer: Dealing with the Shift of Power*, visit www.sigelpress.com. The report will be available on or about September 15th.

Sigel Press Splashes Out Techno Addicts: Part II

Technology addiction amongst young people, particularly in terms of facilitating social networking, is having a disruptive effect on positive attitudes towards learning. Now, another groundbreaking **Sigel Special Report** by Andrew and Nada Kakabadse from Cranfield School of Management, Susan Bailey from Northampton Business School and Andrew Myers from AJM Associates bring to you *Techno Addicts: Young Person Addiction to Technology*.

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

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

**HAVE A GROUNDBREAKING TOPIC THAT WOULD BE APPROPRIATE FOR A WHITE PAPER?
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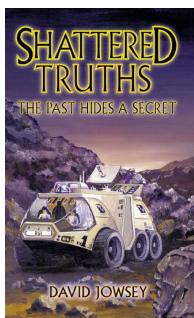
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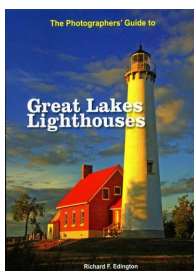
or in the UK on 01223 303303.



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.

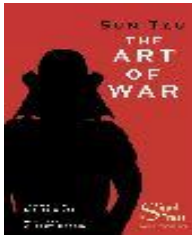
978-1-905941-02-5



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

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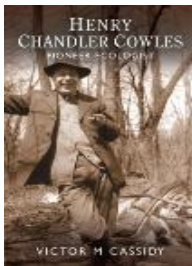
978-0-615220-81-9



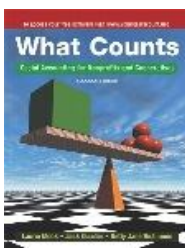
Sun Tzu's *The Art of War*, an audio book read by Andrew Hogbin
 Sun Tzu was a brilliant Chinese general who lived around 400 to 320 BC. He wrote “The Art of War” for his king, Ho Lu, and it is the oldest extant treatise dealing with the concepts and principles of conventional warfare. The lessons Sun 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



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



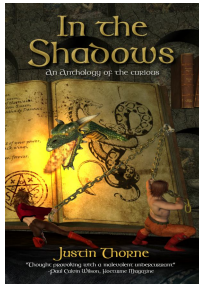
Henry Chandler Cowles: Pioneer Ecologist by Victor M. Cassidy
 Henry Chandler Cowles (1869-1939) was an ecologist, botanist, teacher, and conservationist who made hundreds of field observations of the sand dunes landscape that rings the southern and eastern shores of Lake Michigan.
 “As the first published 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



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, *Be Which Magazine*.**

978-1-905941-03-2

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