

Spotlight on Sigel

Sigel
Press

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WWW.SIGELPRESS.COM

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Season's Greetings from T Sigel Consulting/Sigel Press

The year has flown. The last newsletter you received was in March when T Sigel Consulting/Sigel Press celebrated its 5th anniversary. We have not forgotten you; we have just been extremely busy with many exciting projects. We continue to work with major global academic publishing houses in the areas of project management, market research, book development and editorial services. We also continue with our popular educational and training programs, as well as offer custom publishing solutions for a variety for profit and non-profit organizations. Remember, no project is too small. Whether you want us to help you publish grandma's memoirs, a cookbook, a consulting handbook, an annual report, or an academic tome, we are here to help. Let T Sigel Consulting/Sigel Press help meet your publishing needs.

T Sigel Consulting/Sigel Press has also continued building its relationship with many global academic institutions, working with many scholars and students across an array of disciplines.

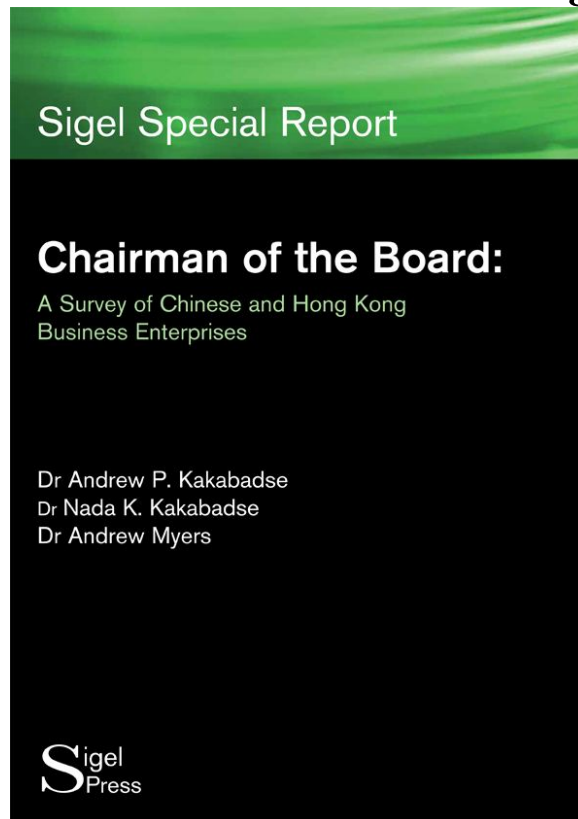
In today's challenging economic environment, it is important for us all to keep an open mind and look for diverse opportunities. We have proudly become involved again in real estate. You might think, "This is a far cry from the world of publishing and business consultancy." We have affiliated ourselves with **Allen and Hartzell, Inc.** in Wadsworth, Ohio, and can offer real estate services anywhere in the state of Ohio. We can also refer you to the right people anywhere in the world. Let us help you with your real estate needs. With our business expertise, you are in good hands.

In other news, I have channelled my philanthropic energies this past year into starting a non-profit, **ORMACO (Ohio Regional Music Arts and Cultural Outreach)**. In the first year we offered 17 varied programs with the goal of making music, arts and culture accessible to all with a focus on minority, disadvantaged and rural populations. This has been extremely rewarding. To learn more, visit www.ormaco.org. I'd love for you to become involved.

Last, I wish all of you a happy, healthy and wonderful holiday season and 2012. I appreciate your business and support. Keep spreading the good word as we continue to grow. I look forward to hearing from you soon.

Best regards,
Thomas

Coming in January 2012
Chairman and the Board: Hong Kong



ISBN: 978-1-905941-19-3

Special Report

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Sigel Press continues the ever-popular **Special Report Series** with a groundbreaking study regarding Board Directors from a sample of Chinese and Hong Kong companies. The report reveals useful insights into Board performance within China and Hong Kong. The author team surveyed 106 individuals to explore their views on the skills and qualities of the Chairman of the Board, Board Director performance and Board dynamics. Don't miss this outstanding report.

Don't Forget Other Sigel Special Reports

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- *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
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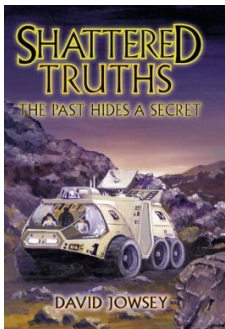


Dragons in the Sky by David Jowsey

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*.

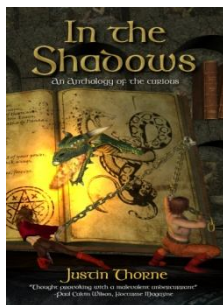
978-1-934087-43-5



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

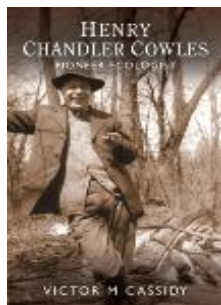


In the Shadows: An Anthology of the Curious By Justin Thorne

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

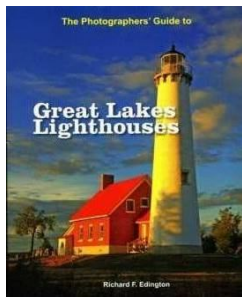


Henry Chandler Cowles: Pioneer Ecologist by Victor M. Cassidy

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

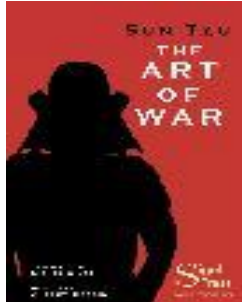
978-1-934087-20-6



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.

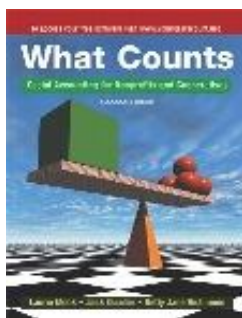
978-0-615-22081-9



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



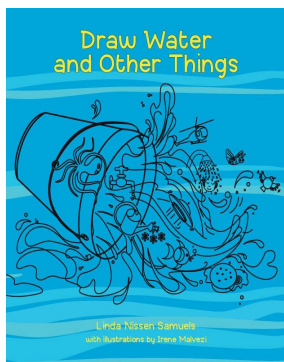
Exploring Marketing: A Creative Learning Approach

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

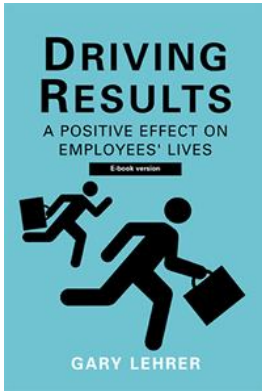
978-1-905941-00-1



Draw Water and Other Things

By Linda Nissen Samuel, with illustrations by Irene Malvezi. This book is designed for anyone from 5 -105. The aim is to aid the new artist by developing the key skills of the art of drawing. From easy step-by-step drawings with simple lines and circles, you, as a new artist, will learn to recognise the underlying shapes of objects. You can transfer this skill to more complicated shapes as your confidence increases. The book also introduces the vocabulary of art, such as ellipse, vanishing point and perspective, illustrated in an easy to grasp manner. At the end of each stage you are given the opportunity to put your new-found skills into action with a comprehensive drawing of all that you have learned in the previous chapter.

978-1-905941-15-5

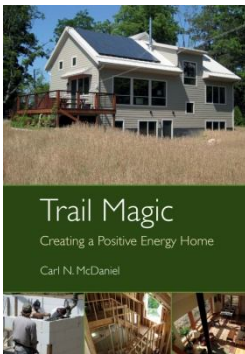


Driving Results – A Positive Effect on Employee’s Lives

An indispensable tool for any organization, *Driving Results: A Positive Effect on Employee’s Lives* teaches results based thinking. Floundering in your company? Frustrated with muddled leadership and unclear messages? This short read will have a tremendous impact in helping you transform your organization’s leadership to produce measurable results. Implement Lehrer’s techniques and see how employees will unleash their power and enthusiastically step up to the plate to perform. This book provides a step-by-step plan for organizations to achieve results. Learn how to escape the vicious circle of business failures and plunge into the world of achieving results.

Ideal for business students as well as practitioners, Lehrer has designed *Driving Results* as a written seminar. Once you have completed this study, you are equipped with a methodical plan for action.

978-0-578-05914-3



Trail Magic by Carl McDaniel

Trail Magic is the story of one family's success in building an affordable home that runs on sunshine. They succeeded by building a home that produces energy, food and well-being—within the cost of average construction. *Trail Magic* is written by Carl McDaniel, a biologist, who with his wife Mary, and with many colleagues, accomplished what any new home builder can do: build wisely, environmentally and economically, all the while maintaining sanity.

978-1-905941-16-2



Advances in Industrial Fan Technology by Geoff Sheard

The editor and authors go beyond an incremental approach, providing insight into the reality of what is needed to drive a technological revolution within the industrial fan industry.

Touted by many leaders, both domestically and internationally, this book will appeal to cooperative Managers who must ultimately choose where they will invest, senior engineers who are trusted to deliver shareholder value, junior engineers who wish to learn what it means to transform an industry, those within the industrial fan community who wish to remain relevant in a changing world order, those within the aerospace community who wish to forge new partnerships with an industry that is evolving into a new force within the industrial turbomachinery community, and those within academia who are looking for new opportunities to leverage their own capabilities.

978-1-905941-17-9

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