

Spotlight on Sigel

Sigel
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Shattered Truths:

The Past Hides a Secret

David Jowsey's thrilling sequel debuts in June 2009



Finally, one and half years after the success and critical acclaim of his first novel, *Dragons in the Sky*, Sigel Press will launch *Shattered Truths: The Past Hides a Secret* by David Jowsey.

As a NASA science team explores the surface of Mars, an unexpected storm races across the surface of the planet, killing Tom Richards and forcing his devastated crew to race for shelter. As the storm rages, a mysterious life-force makes its presence known, and a shadowy organisation reveals itself - an organisation which has existed in secret for many years, and must not be allowed to complete its mission.

But with the only person with knowledge of the An'Tsari dead, and the crew cut off from Earth, who will speak for the human race? And who will protect them from the shadows hiding in the darkness?

This thrilling sequel takes a giant leap forward, transporting the reader into a world of truths and lies as the second chapter of the An'Tsari trilogy draws to a nail-biting close.

The book is currently in production and is scheduled to publish the first week in June. Stay tuned for more details. Special pre-order prices will be available in March 2009.

Spotlight on Laurie Mook



T Sigel Consulting/Sigel Press is proud to announce that Laurie Mook received the Gabriel G. Rudney Memorial Award for Outstanding Dissertation in Nonprofit and Voluntary Action Research for 2008 from the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA). Awarded on November 21, 2008 at the 36th annual ARNOVA conference in Philadelphia, Laurie's dissertation title is *Social and Environmental Accounting: The Expanded Value Added Statement*. Laurie's thesis was also selected by the University of Toronto as the University's representative (one per university) for the Northeastern Association of Graduate Schools Doctoral Thesis Competition, Social Sciences & Education. Each year the Northeastern Association of Graduate Schools recognizes an outstanding PhD dissertation from one of its member institutions. Laurie will receive the award at the annual meeting.

The dissertation develops an accounting model called the Expanded Value Added Statement (EVAS) with the intention of driving organizational behaviour towards sustainability. In contrast to conventional accounting statements and traditional analyses currently published by most organizations, EVAS brings together economic, social and environmental impacts in one statement. It also expands the boundaries of organizational reporting to consider multiple stakeholders and aims to use accounting as an explicit change agent: 'what gets measured, gets managed.'

EVAS developed in this thesis offers accountants, policy developers, members of organizations and society at large a tool to understand the connections between economic, social and environmental dimensions, and the inter-relationships between organizations in different sectors in society. It starts with the assumption that an organization should be accountable to society, not only to a powerful few.

Laurie has degrees in accounting, international development, educational policy studies, and adult education. She was a Social Science and Humanities Research Council of Canada doctoral fellow at the Ontario Institute for Studies in Education of the University of Toronto, and is now co-director of the Social Economy Centre of the University of Toronto. Her research focuses on social and environmental accounting, social economy organizations, and volunteerism. She is co-author (with Jack Quarter and Betty Jane Richmond) of *What Counts: Social Accounting for Nonprofits and Cooperatives, 2e* published by Sigel Press.

To find out more and to order the book, visit www.sigelpress.com. Laurie is also available to present to your organisation. For more information contact info@sigelpress.com, phone 330-722-2541 in the United States or 416- 978-0907 in Canada.

Upcoming Events

January 14, 2009

Victor Cassidy lectures on "Henry Chandler Cowles: Pioneer Ecologist" sponsored by the Audubon Society of Greater Cleveland, Cleveland Museum of Natural History, Rare Book Room, 7pm.

February 7, 2009

Victor Cassidy signs copies of "Henry Chandler Cowles: Pioneer Ecologist" at Wild Things 2009 Conference, University of Illinois at Chicago, Student Center East, 750 South Halsted (between Harrison and Taylor). Time: 8:00am-4:30pm. For more information call 847-328-3910

February 17, 2009

Thomas Sigel presents, "Publishing 101: An Introduction to Publishing Your Manuscript", Herrick Memorial Library, 101 Willard Memorial Square, Wellington, Ohio 44090, Time: TBA, For more information call 440-647-2120.

February 28, 2009

David Jowsey meets with Nick Murray from Southside Radio to record a podcast which will discuss Dragons in the Sky and the impending release of Shattered Truths. David will also talk about music which has influenced his writing. The podcast will be available on www.davidjowsey.com and www.sigelpress.com.

Visit www.sigelpress.com and www.tsigel.com as we add more upcoming events. Thomas Sigel and the Sigel Press authors are available for workshops, lectures, seminars. Contact us to find out more!

MESSAGE FROM THE CEO

Dear Clients, Customers and Friends,

Happy New Year! We are now facing turbulent and challenging economic times. In spite of this, I want to thank you all for your business and support in the past year. We continue to be extremely busy with an array of consulting and customized publishing and training projects in the USA and Europe. Remember to keep us in mind for your needs as we continue to live by our motto: "Enriching your life through learning." It is you, our customer who keeps us in business.

We hope you enjoy this newsletter which is our way of keeping you in the loop of developments as we continue to grow. As always, we welcome your comments and feedback. Continue to spread the word about T Sigel Consulting/Sigel Press. Stay in touch!

Best regards,

Thomas

Designing and Managing Marketing Communications

Excerpt from *Marketing in Practice Online* course featuring Philip Kotler

The course is now available in Europe. Stay tuned for North American availability.

Modern marketing requires more than developing a good product, pricing it attractively and making it available. Companies must also communicate with present and potential stakeholders and the general public. For most companies, the question is not whether to communicate but rather what to say, how to say it, to whom and how often. But communications get more difficult as more companies want to grab the consumer's attention. To reach target markets and build brand equity, marketers must creatively come up with different forms of communication.

Developing effective communications involves eight steps.

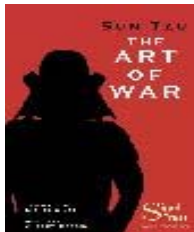
1. Identify the target audience
2. Determine the communications objectives
3. Design the communications
4. Select the communications channels
5. Establish the total communications budget
6. Decide on the communications mix
7. Measure the communications results
8. Manage the integrated marketing communications process

How does communications work and what can marketing communications do for a company? How can you, as a modern marketer, combine and integrate marketing communications to create an effective strategy for your business? This module will reveal the answers to these questions and more.

For expert advice, marketing communications and branding solutions tailored specifically to your organisation, or to find out how you can purchase *Marketing in Practice*, contact T Sigel Consulting.

Now on Sale!

Visit www.sigelpress.com for secure and easy web ordering, or call us in the USA on 330-722-2541 or in the UK on 01223 303303.



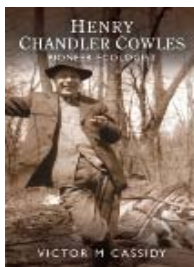
Sun Tzu's *The Art of War*, an audio book read by Andrew Hogbin
Sun Tzu was a brilliant Chinese general who lived around 400 to 320 BC. He wrote "The Art of War" for his king, Ho Lu, and it is the oldest extant treatise dealing with the concepts and principles of conventional warfare. The lessons Sun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



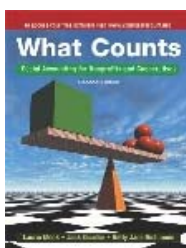
Dragons in the Sky by David Jowsey
On a blisteringly hot summer day, ten year old Tom Richards' world is turned upside down as an incoherent figure stumbles into his garden. He is Danny, a long-lost childhood friend of Tom's father. When Danny begins revealing the story of his youth, Tom's family is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

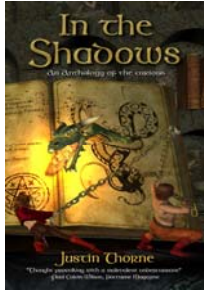
978-1-905941-01-8



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, *BeWhich Magazine*.**

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