

A STANDOUT IN THE OVERCROWDED FIELD OF CLIMATE CHANGE BOOKS

INTRODUCING *THE CARBON BUDDY MANUAL*

Why would your customers want to buy this book?

Here's the problem. Why is it that, despite well over a decade of expert climate change information and advice, behaviour and lifestyle change at the individual level falls far short of the scale and speed needed?

When it comes to taking action on climate change, 'later' is too late. While most climate change books, (and there's a bewildering choice), are designed to raise awareness of the science and what people can do, this book is quite different. Its mission is to provide self-help tools to the reader to go beyond awareness, turning good intentions, fear and inertia into positive and effective action.

A unique approach

Dr. Colin Hastings explores the conflicting forces that lie behind this situation in his book *The Carbon Buddy Manual*. He draws on his long career as an organisational psychologist and management author, as well as the challenges he has faced in cutting his own carbon footprint significantly over the last twelve years,

The manual provides readers with a unique step-by-step 'process' approach that shows them how to get started; and how to keep going. The result is that what at first seems overwhelming, gradually turns into a personal project that is both manageable and, most important of all, motivational. Accessible and beautifully designed, the manual tackles the multiple barriers to action, providing coherent and practical strategies for overcoming them.

Why not see it, then stock it!

If this has whetted your appetite, we have a beautiful, watermarked pdf of the full manual available for review purposes. Sophia Hetherington, our marketing coordinator, would be pleased to send you this complimentary version. [Contact her for details](#). The manual can be ordered for stock through the normal trade channels.

Further relevant information:

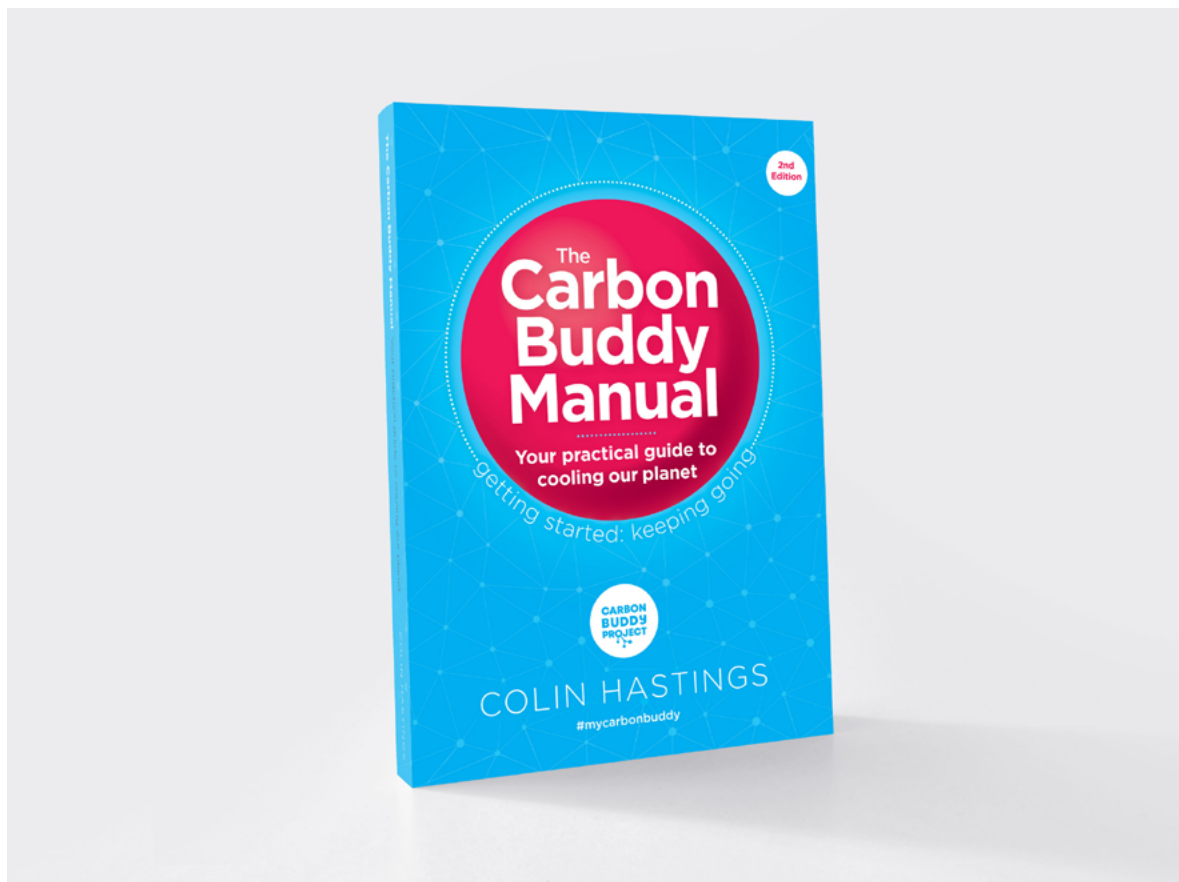
- Here's the [Sell Sheet](#).
- Here's the [Endorsement Sheet](#).
- The Press release, Author bio, Author photo, Manual cover and Excerpts can all be seen/downloaded [here](#).
- For dates and times of Colin's online presentations [contact Sophia](#) for details.
- In some circumstances, we can arrange private author presentations for your customers or networks. [Contact Sophia](#) for details.

And finally...

We strongly believe in the importance of local bookshops. We also believe in the importance of high quality independent self-publishing. Via our [website](#), we'll be encouraging potential readers to purchase their copies via local bookshops so that you win, and we win too!

Thank you.

Colin Hastings



#mycarbonbuddy