

Book Review

Dirk Becker



"The Essence of Organic Gardening" by Heide Hermary, ISBN 978-0-9735687-3-8

Full title: *The Essence of Organic Gardening, Seeing and Doing Things Differently, A Practical and Inspirational Handbook for Ecologically Conscious Gardeners.*

I very much enjoyed this easy-to-read and beautifully illustrated book. Though nature is incredibly complex, the parts that we need to know in order to be effective in our lives are captured clearly and succinctly by the author, Heide Hermary. I have often said that most self-help books could be condensed into significantly fewer pages; and many books, even easily compiled into one! It seems to me the same applies to gardening books. The title is the first clue that most of what you need to know in order to connect the dots and the how-to's that will assist you on your path of being more connected with yourself, the birds and bees, the tiniest of insects and most of all the army of work horses, invisible to the naked eye, our friends and allies: microbes and bacteria!

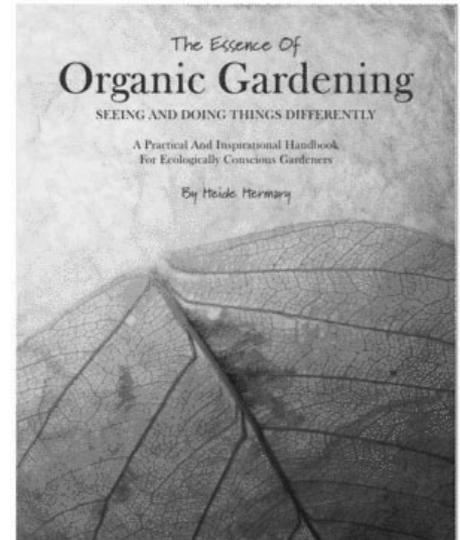
Hermary gently, but firmly, points out the error of how we think, then goes on

to clearly articulate, spelling out point by point how to think differently and with solid scientific basis and good old common sense, prompts, prods, encourages and shows us how to do things differently. Her keen sense and insights involving the myriad number of elements that make up the intricate, interconnected web of life that has worked magically for millenia, if we just let it.

She shows us so clearly that our part is to recognize and respect, with reverence, the many processes that are occurring simultaneously. And furthermore, how we can assist as co-creators in this organic partnership. By seeing our garden as part of nature - the plants, animals, insects, microbes, bacteria and fungi - as a living, breathing entity, we quickly come to appreciate our role in protecting, feeding, nourishing and therefore maintaining the health and vitality of the soil.

This is all accomplished by moving away from our anthropocentric and egocentric way of thinking and being and

move towards an eco-centred way of being, approaching the miracle of nature in all its bounty with humility, an open mind and an open heart.

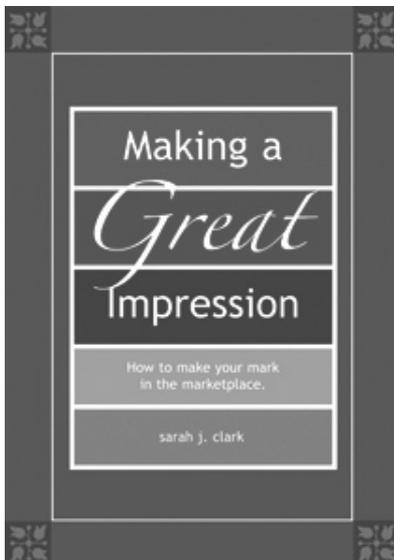


Book Review

Nicole Shaw



"Making a Great Impression, How to Make Your Mark in the Marketplace" by Sarah Clark, ISBN 978-0-9783474-0-6



Wow, this book is a "must have" for business owners! It is absolutely packed with useful, practical tools and creative ideas for graphic design, building your brand and marketing your business.

The author, Sarah Clark, has worked as a graphic designer and writer, among other things, for over 25 years and she has distilled her wealth of experience into this book: from business card and brochure design to defining your business and even organizing your office.

Helpful diagrams, including before and after examples, visually demonstrate what works and what doesn't.

She reminds us that people often judge our competence level by our visual "image". As the saying goes, you only make a first impression once. As our society becomes busier, faster and ultimately more competitive, it follows

then that in order to be successful at what we do, particularly by reaching our niche market

and the types of clients that that would include. How we present, can easily be the difference between landing a contract or not.

Clark's approach is strong, clear and practical while at the same time, giving glimpses of her penchant for playfulness using humour throughout the book, making the process of learning pleasurable.

I can tell you, personally, that I learned more from this book than from a year in the graphic design program at MalU.

This book will assist you in becoming more effective at how you present and promote your business.