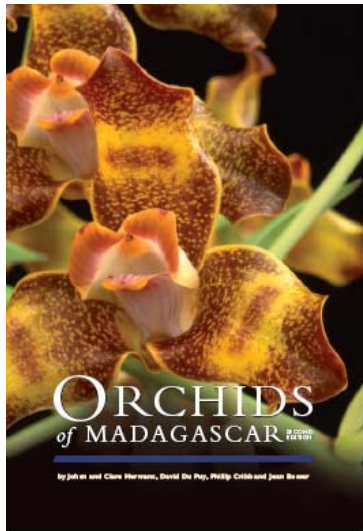


ADVANCE INFORMATION SHEET



<b>Title:</b>	<b>Orchids of Madagascar Second Edition</b>
<b>Authors:</b>	<b>Johan and Clare Hermans, David Du Puy, Philip Cribb and Jean Bosser</b>
<b>Imprint:</b>	Kew Publishing
<b>Specification:</b>	298 x198 mm
<b>Page extent:</b>	398
<b>Illustrations:</b>	29 b/w line drawings, 64 full page colour plates
<b>Publication date:</b>	September 2007
<b>Price:</b>	£75.00
<b>ISBN:</b>	978 1 84246 133 4
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**Market / Audience**

- Botanists, taxonomists, conservationists and horticulturalists with an interest in orchids/Madagascar flora
- Specialist horticultural and botanical libraries
- Should appeal to significant proportion of those who bought the first edition (1000 print run)

**Key Selling Points**

- Will provide an up to date checklist of one of the richest orchid floras, with one of the highest number of endemics in the world, with annotated diagnostic notes
- Will provide a valuable, annotated, selected bibliography to the literature
- Compiled and written by a team of leading international experts
- Extensive colour plate section and appendix of drawings of new species will enhance core written data provided
- Will appeal to increasing number of collectors and commercial growers with an interest in African orchids
- Valuable reference for conservationists concerned with environmental pressures being put on flora (e.g. from tourism, orchid collectors, agriculture, mining etc.)

**Description**

A new edition of a now classic work, with the diagnostic notes on each species extended to provide much additional information on distribution, habitat and flowering times. The number of colour photographs has been greatly increased to cover over 250 orchids, and line drawings of new species added in an appendix, while the bibliography has been refined to include the most essential references, with new entries accompanied by concise annotations. This is still the one essential book for botanist, orchid enthusiast, ecologist, environmentalist and field worker who need to have the complete picture on Madagascar's orchid flora.

**Author information**

Johan and Clare Hermans are Honorary Research Associates at Kew Gardens. They are keen orchid growers and have visited Madagascar many times. Johan is a professional paper conservator working for the Museum of London and Clare is a general practitioner with a practice in North London. Both are members of the Orchid Committee of the RHS.

Phillip Cribb is Curator of the Orchid Herbarium at Kew Gardens. He has travelled widely in search of orchids and is the author of many publications on them, including floristic accounts of the orchids of several tropical African regions. He has joined David Du Puy in Madagascar looking for orchids and is particularly interested in the terrestrial genera.

David Du Puy has worked at Kew Gardens for 15 years and is a taxonomist with broad interests in the Madagascan flora. He lived in Madagascar for several years and has travelled widely in the island, with involvement in setting up a conservation project on orchids with the Parc Tsimbazaza, Antananarivo.

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