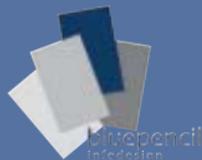




edit
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print
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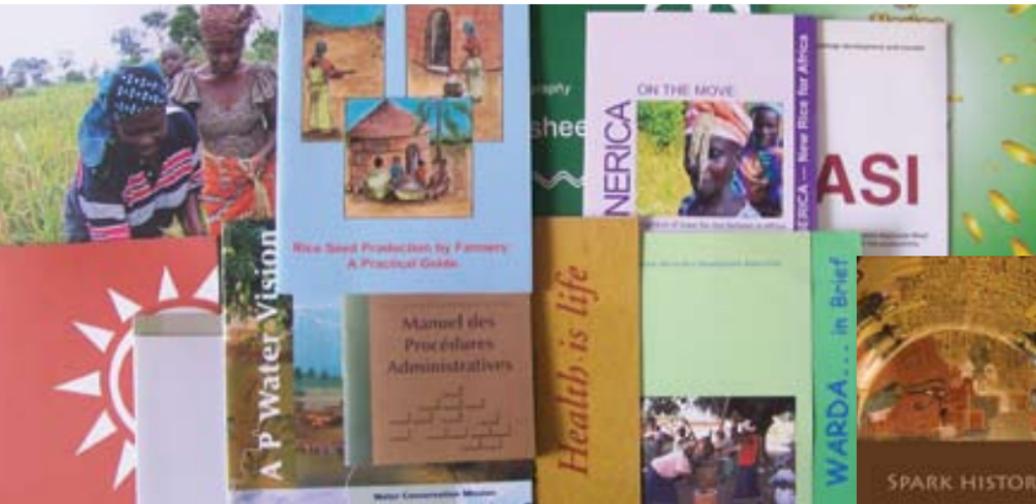
Words we value

"If this book is being published without unreasonable delay—the merit should be primarily granted to our supporting editors Sadhana and Vijay Ramchander from Hyderabad, India. In my long career, I have never worked with editors such as Sadhana and Vijay, who can associate professionalism and competence in editing with such a high degree of commitment and abnegation, who have the perspicacity, the interest in the subject, and the sound judgment to help not only in aspects of form and book organization, but also on matters of subject content and substance. For some parts of this book, they even deserve to be considered co-authors..."

Professor Francesco di Castri, in his preface to *Tourism, Biodiversity and Information*, Backhuys Publishers, The Netherlands.

our bookshelf

Each of our creations has a story to tell;
each has memories, good and bad;
from each we have learnt valuable lessons...



15 years, 200 assignments...

the story behind our work

Sadhana & Vijay Ramchander

We started *BluePencil Infodesign* in Hyderabad, India, in 1993, equipped with a blue pencil, an eraser, a study table, a few printouts to edit, and a dream.

Today, we have grown into a micro-enterprise, and are supported by a team of skilled editors, artists, typesetters and proofreaders.

The blue pencil is still a valued possession.

It has been a creative journey... Over the years, we have worked on a variety of publications and have had the opportunity to work with individuals and organizations in several countries.

We are passionate about our work, and no publication leaves our office unless we are completely satisfied with it.

We invite you to visit us at <www.bluepencil.in>

Or better still, drop in at our home-office in Hyderabad for a cup of good South Indian coffee!



our printers

Pragati Offset

Winner of the *SAPPI International Printer of the Year* award for two years—2006 and 2008—Pragati has been providing high-quality print services to an international clientele for over 45 years.

Team Pragati's winning performance stands on its focus, commitment, dedication, and rigorous quality control at every step of the printing process. Pragati provides cutting-edge services ranging from pre-press and printing, to finishing and binding. It has state-of-the-art technology, infrastructure and processes, and highly skilled and experienced human resources.

Publications are dispatched directly by courier and air-freight from the point of printing, to key destinations worldwide.

Pragati is headquartered in Hyderabad, and has offices in New York, USA, in addition to its dominating presence in India.



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