



When Your Life Depends On It

Extreme decision making lessons from the Antarctic

Life-and-death decisions from the days when Scott, Shackleton, Amundsen and Mawson battled the most isolated environment on earth.

Filled with compelling stories in team work, leadership, camaraderie, and sheer grit & determination.

Endorsed by Sir Ranulph Fiennes:

"I thoroughly recommend When Your Life Depends on It. Thanks to this remarkable book, you won't need to face the extremes of Antarctic weather to learn effective decision making techniques that will help you in modern life."

Jonathan Shackleton (descendant of Ernest Shackleton)

"I held up my copy of When Your Life Depends on It at the end of my talk and said it was my "Polar Book of the Year."

Jean Bartlett (longtime Arts & Features writer for California newspapers)

"Absolutely inspiring. To me this should be required life reading."

TARGET AUDIENCE

- People who buy books in the following genres: adventure, travel, exploration, survival stories, history, business, leadership, self-help (improve one's decision-making)
- People who like books by Malcolm Gladwell like *Blink*, *Tipping Point* and *Outliers*.
- Readers who enjoy self-improvement books by authors like Tony Robbins
- Armchair adventurers
- Also ideal for book clubs

EXAMPLE PROMOTIONAL ACTIVITIES

Book launches and book talks around the world:

Princeton NJ; Plymouth, England; Oslo (Fram Museum housing Amundsen's ship); Dundee, Scotland (Discovery Museum housing Scott's ship). More speaking opportunities being sought including locally.

Radio interviews: four recorded: VoiceAmerica.com Business channel, Read My Lips Author interview.

TV interviews recorded in June and Dec 2017.

Endorsements from descendants of Antarctic explorers (including Jonathan Shackleton) **and modern-day Polar explorers** (endorsed by Sir Ranulph Fiennes, Baz Gray).

Seeking endorsements from business leaders.

Active social media campaign: blogs etc

Promoting to local organizations: historical societies, local magazines, newspapers, websites, bookstores

Highlighting local connections: Captain Oates, who died with Scott and Wilson, in 1912, grew up in Putney. He is the man who famously left their tent saying, *"I am just going outside and may be some time."*

UNIQUE SELLING POINTS

- The first and only self-help book based on the compelling stories of the heroic age of Antarctic exploration.
- Delivers real, tested in the field, timeless strategies for improved decision making — wrapped in unforgettable true adventure stories.

SPECIFICATIONS

52,000 words, 206 pp, 13 images, map, Terra Nova Press.

Accuracy vetted by six leading Antarctic historians including Michael Smith, Shackleton's biographer.

Foreword by David Wilson, world-renowned Polar historian, author of *The Lost Photographs of Captain Scott*, and descendant of Antarctic explorer Dr. Edward Wilson

Cover & interior design by one of London's leading book designers

ABOUT THE AUTHORS

Brad Borkan is an American living in London. He has a graduate degree in Decision Sciences from the University of Pennsylvania. His twenty years with leading software companies has focused on helping large businesses improve their decision processes.

David Hirzel, a California native, author and historian has written a three-part polar biography of the Irish explorer Tom Crean, a key player in Scott's and Shackleton's expeditions. *Sailor on Ice: Tom Crean with Scott in the Antarctic* has been optioned for a documentary.

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With the authors based in London and California, we are promoting the book simultaneously on two continents.