New Title Information Sheet

Title: **How to Start a Fire with Water: 501 Essential Survival Skills** for Home, Work, Outdoors, Travel, and Anywhere Disaster Strikes

Specifications

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| Trim size: 5 x 8.5 |
| Extent: 208 pages |
| Printing: 2/C with illustrations throughout |
| Format: HC with PLC, no jacket |

Synopsis

**How to Start a Fire with Water, and 501 Other Essential Survival Skills** is a collection of essential knowledge, skills, and advice for anyone who wants to know what to do to stay safe in almost any situation. Difficulties and dangers can strike anywhere, anytime—but if you are prepared, your chances of getting out alive and saving those you care about increase tenfold. Start with The Survival Mindset—the simple yet essential committmemt to being prepared that everyone needs in order to survive, then move on to basic first aid knowledge to help you prevent minor difficulties from escalating into life-threatening situations. This easy-to-use guide is organized into chapters covering Home, Work, Outdoors, Travel, and Disasters, with advice on what to do depending upon where danger or disaster strikes. Each chapter offers easy-to-understand information, how-to’s, and tips on the skills you need to survive a vast range of situations, from being lost in the woods to fending off an animal attack. Spanning a range of essential advice from common-sense (but often forgotten) safeguards to situation-specific instructions, this is an indispensable individual and family reference guide.

Key Selling Points

* Disasters happen: everyone needs basic survival skills
* Supremely practical presentation: numbered tips, step-by-step instructions, straightforward organization, comprehensive index
* Handy size, easy-to-read and -use format
* Survival is a perennial backlist subject

Market

* Danger has become an unfortunate backdrop to modern life, making most adults all-too-aware that they may face hazards and perils, from extreme weather to deranged or unstable people
* More serious and practical than *The Worst-Case Scenario Survival Skills*; more readable and applicable to civilian life than *US Army Survival Manual*
* Follow-up title to *501 Amazing Uses for Salt, Vinegar, Olive Oil, Baking Soda and Lemons*

About the Author

**David Arama** is the founder of Canada’s Wilderness Survival School, and has been teaching wilderness survival and disaster preparedness courses for 30 years. David appears regularly on survival reality series, and is often called upon by media as a news consultant when disasters occur.