

Re: Savage Coast launch

From: Kent Madin (rett139@yahoo.com)
To: christine.gordon@readings.com.au
Cc: mark.rubbo@readings.com.au
Date: Wednesday, August 24, 2016, 9:25 PM MDT

Dear Chris,

I have to say I am surprised at your apparent indifference to the information provided. My copy of Savage Coast arrived today. You are wrong. Savage Coast (SC) and Seventh Journey (SJ) are one and the same.

Here are the only differences:

The cover and back cover.

The addition of three full pages of glowing testimonials that precede the regular content, copyright page, etc.

The dedication: SJ was dedicated to the people of Greenland. SC is dedicated to Mr. de Blonville's current girlfriend.

The Authors Notes are different. In the SJ version Mr. de Blonville acknowledges that there were others on the expedition: "We were good men, fully flawed and mortal, and together we traveled through Hell". In SC no mention of any companions: "My hope is that you enjoy this story of my personal voyage and are inspired...."

In SJ we have a Prologue. In SC it is called a Preface. In the SC preface, he acknowledges that the book is in fact, SJ. Mr. de Blonville states that it was first published in 2010 (It was first published in 2009 ISBN: 978-0-9805830-0-7).

The Introduction to SJ is written by Barry Jones. The Introduction to SC is written by Earl de Blonville and serves to introduce Postformal Leadership. In fact, Mr. de Blonville specifically states that the purpose of the book is providing "real life context for understanding Postformal Integrated Leadership.."

The pages listing advisers are identical. Neither make any mention of the other actual expedition members.

From that point on SJ and SC are identical, page by page, all 414 of them.. same font, same header typeface, same illustrations. Literally identical.

The Epilogues are identical.

The Acknowledgements are the same with the difference that these final acknowledgements in SJ are gone in SC.

"No words of thanks can convey my appreciation for the support of Gail, nor undo the pain of waiting borne by my children. You were always with me."
And

"My deepest love and thanks to Susie Surtees for her faith, guidance, skill, and the tireless work that has allowed the story to truly shine."

You might want to Google Postformal Leadership. You'll see that the term has no academic relevance, no body of research, there are no universities with departments of Postformal Leadership, no one but Mr. de Blonville is even using the term.

Postformal Leadership is a construct that began in and resides solely inside Mr. de Blonville's head.

So, with all due respect, I must disagree with your assertion and your advertising that this is a "new, non-fiction adventure book". At best, it is a minor revision but even that wouldn't pass muster with any respectable editor or publisher. A half dozen pages of closing and ending formalities have been changed in support of Mr. de Blonville's commercial interest in promoting "Postformal Leadership" and his consulting/speaking opportunities but the story is identical, word for word. It has a dramatic new name and cover, the rest the same. In Montana we call that "lipstick on a pig".

It's your business, and Readings' business, how you advertise the goods they sell and how they promote them. It's not my intention to tell you how to do your business. What I would like from you is an answer to the question, "Do you acknowledge this is just a repackaged story with a new name and cover and are you ethically comfortable presenting it as a "new" work?"

For your interest, I attach a letter in response to my inquiry to Clarence House and the Secretary for HRH Prince of Wales regarding the patronage represented on the front cover. There is little doubt that the reference to patronage is inappropriate.

The research into Mr. de Blonville and others is the basis for a very long article or a very short book, as I explained in my first email. I look forward to hearing from you so Readings' part in this story can be told accurately, because, whether you chose it or not, your bookstore is now part of the story of Earl de Blonville.

And please, if Mr. de Blonville regales you with lurid stories about being cyberstalked, take it with a pinch of salt and keep an open mind.

Sincerely,

Kent Madin
Bozeman, Montana
Skype kentinBZN
+1-406-595-2310

On Monday, August 22, 2016 5:06 PM, Christine Gordon <christine.gordon@readings.com.au> wrote:

Dear Kent,
I don't need to explain it.
Thanks for your email though.
Cheers
Chris

From: Kent Madin [mailto:rett139@yahoo.com]
Sent: Monday, 22 August 2016 4:33 PM
To: Christine Gordon
Subject: Re: Savage Coast launch

I wonder if you can explain how, then, the exact same endorsements written to describe Seventh Journey eight years ago are being used, word for word, to describe Savage Coast.

You can compare for yourself at Amazon:

https://www.amazon.com/Savage-Coast-Leadership-Resilience-Turbulent/dp/0980583039/ref=sr_1_6?ie=UTF8&qid=1471846780&sr=8-6&keywords=savage+coast

And Earl de Blonville's own website: http://www.earldeblonville.com/books/sj_reviews.html

The endorsement by Gus Nossal is a good example. Word for word but the name of the book, Seventh Journey, removed.

How is that credible?

Sincerely,

Kent Madin

On Sunday, August 21, 2016 7:30 PM, Christine Gordon <christine.gordon@readings.com.au> wrote:

Dear Kent,
Thanks for your email.
It is a new book.
Warm wishes
Chris

Christine Gordon
Readings Events Manager
Monday to Thursday, 9-4pm.
0437 004 711

From: Kent Madin [<mailto:rett139@yahoo.com>]
Sent: Monday, 22 August 2016 2:33 AM
To: Publicity and Marketing
Subject: Savage Coast launch

Dear Ms. Gordon,

Earl de Blonville is one of several subjects of a work-in-progress story about modern, self-described explorers and how they use the internet, social media and emerging technology to promote themselves. [I note the launch party at Readings for "Savage Coast"](#). Your website calls "Savage Coast" a "new non-fiction adventure book". Can you confirm whether this is a completely new book or a repackaging of Mr. de Blonville's first book, "Seventh Journey", published in 2008, which described the 1986 Australian Arctic Expedition.

Since the publisher, Bear Books, is none other than Mr. de Blonville himself, can you confirm whether or not it is the policy of Readings to insure that customers realize when a book is self-published as opposed to being published by an established publishing house? The use of "Bear Books" as the publisher might confuse some people.

Here is the link to the launch party of "Seventh Journey".
<http://www.earldeblonville.com/alices-bookshop.html>

Two other bits of research that may be of interest to Readings as they promote "Savage Coast" to their customers. When Sir Ranulph Fiennes was asked if his cover quote was based on having actually read the book, he declined to answer. The Private Secretary of HRH Prince of Wales has confirmed that the HRH's patronage of the 1986 Australian Arctic Expedition was for the expedition and expired, in 1986, at the end of the expedition and is not transferable to individuals or commercial projects like book sales.

I look forward to hearing back from you.

Kent Madin
Bozeman, Montana
Skype KentinBZN
+1-406-595-2310



patronage letter HRH.jpg
137.5kB