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FROM THE EXECUTIVE EDITOR'S DESK

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A chest full of treasures and gems to share





...each day of our life ushers in a whole new adventure, filled with purpose, resolve and the will to succeed. And the adventure begins with that first step, which we extend out of our door. To conclude.the journey must begin.and to begin.we must start-somewhere, somehow.

So does the exordial issue of our completely new Internet journal of book reviews. Let me confide in you on the onset that though at this natal stage our vision might be a little less than perfect but we would like to believe that the voyage on which we have embarked would never conclude and our companions-you the wary readers, authors, and publishers-would grow and continue joining us, in stages at least if not in totality, in this wonderful world of books and many joyful discoveries that we are yet to uncover. As evident from the array of accompanying reviews we would showcase all kinds of books in this journal, laying main emphasis on a book's meritorious appeal to the general readership at large. Endeavor is on-in which we would certainly succeed-to feature books from all corners of the globe so as to serve as an international forum for exchange of ideas in the global community of books and bibliophiles. Do write to me with your views, criticisms, queries, and anything else that you may fancy. Let us grow on the foundation of our collective wisdom. The best mail might be included in the subsequent issues of the journal.

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As an ardent booklover myself, I have often faced the ordeal of procuring a book that I wished to add to my collection. A well-stocked bookstore is often hard to come across and many of us find little time to visit one even when it existed. We have specifically provided publisher links for ordering the books online in an effort to bridge the gap between desire and actualization. Do browse the site carefully and be prepared to get pleasantly surprised by the little ingenious devices we have planted for your convenience.

We live in a world that is changing with breathtaking rapidity and new horizons are being defined each day. Pursuit of tomorrow presupposes the key to success and the present is oft neglected. It's a maddening world out there no doubt.and strife and struggle are very much an intrinsic part of modern life. But we hope and sincerely wish that our review magazine would provide you the perfect tavern to rest a while your weary limbs and refresh your minds with wit, information, and humor. You would find many likeminded people here, each with a tale to tell, and an adventure to conclude, for books are nothing but a mirror of our minds and the expressions of the author are but only the reflection of his surroundings, an effort perhaps to create order out of chaos. So raise your glasses for we have a chest full of treasures and gems to share. Wishing you all on behalf of the editorial board many hours of delightful reading and seeking in return a promise to stop by again and again.bon voyage.

See you again in the next issue and do take good care of yourself till then.



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Editorial appearing in the Next Issue