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FROM THE EXECUTIVE EDITOR'S DESK

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A wonderful and exhilarating journey so far





It is that time of the year again, at least in India that is, when people from the planes are pining for a breath of cold air and are making every efforts to escape the bristling heat of Indian summer. Outdoors is shunned preferably and one remains inside their artificially cooled abodes praying to Lord Almighty to call an end to the sufferings soon. And to while away those phlegmatic and trying hours what better option then to submerge oneself into the delectable world of books and their fantastic realms.

Well it has been a wonderful and exhilarating journey so far with our natal internet journal of book reviews taking its exordial steps albeit unsteadily but ambling nevertheless and moving forward to make its presence felt in the world of bibliophiles. As you would perhaps notice that in the inaugural issue we did not inundate you with a deluge of reviews but preferred to stick to a select few. This had dual purpose. To begin with we were decidedly looking for quality and not quantity and we featured the books that merited our Board of Review Editor's stern QR. Besides we also wished to introduce our readers slowly but steadily with a different flavor and genre of reviews that is remarkably different and enchanting than the others you would find the net is abound. The appreciable quantity of mails that I received from all over the world bespoke of our partial success in this regard if not in totality.

> *...An enterprise of our kind requires active participation from all, be it the general readers, or the publishers, or the authors whom we feature. We endeavor to interact with maximum number of people that we can, but then it is always not possible to get in touch with each and everyone, since we all at the Review Board have our own professions to pursue...*

An enterprise of our kind requires active participation from all, be it the general readers, or the publishers, or the authors whom we feature. We endeavor to interact with maximum number of people that we can, but then it is always not possible to get in touch with each and everyone, since we all at the Review Board have our own professions to pursue. This journal is definitely a creation of our love for books and our desire to share with everyone the eponymous world. We are constantly looking for new ideas and means to improve our journal and make it more entertaining and educative and user friendly. I would appreciate very much if you all continue giving us feedback as to how we can improve further. Any author desirous of getting featured in our journal is free to write to us directly, since there are so many talented authors in the world and it is impossible for us to know them all. I would also request the authors that if your book jacket does not feature your photograph then do send us a photograph too along with the book when you forward it to us for review. A pleasant picture speaks for itself and in today's quality conscious reader's mind it makes a favorable imprint to know how the creator of a book looks like.

In the present issue we have further featured some of the well-known and not so well known authors and their books and I hope that they would get a place in your imagination if not necessarily in your libraries, though that would be a desirable option. Do keep sending in your mails and comments and update us as to how we can improve further for perfection can only be pursued but never achieved. At this juncture I would like to bring the curtains down on my column and welcome you to enter the arena of books and authors and what happens in between. God bless and Bon Voyage.



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