

PUBLICATIONS

Getting the facts right is only half the story. To meet today's needs for accurate, up-to-date information requires clear presentation and speedy delivery to satisfy the ever-increasing demands of specialists in every field as well as the general public.

Perelman, Pioneer & Company is dedicated to the development, promotion and execution of quality information support and publishing (print and electronic) programs for specialized users such as the press, radio and television for special events such as the Olympic Games and a more general audience for diverse topics such as cigars, sports history, college football or track & field.

Our team has more than two decades of experience in the research, creation and production of major information programs and publications for on-line and on-paper users, including:

- ▶ ***"Guide to the Athletes: XVI Olympic Winter Games - Albertville 1992"***
The newly-formed Commission of the European Communities was looking for promotional opportunities which would bring the E.C. to the attention of the thousands of news media covering the 1992 Olympic Winter Games in Albertville, France. Perelman, Pioneer created a useful 484-page guide to the leading medal contenders at the Games in English and French for distribution to the media. One leading Olympic writer said later "This book became a standard reference tool not only for me, but most of my colleagues."
- ▶ ***Comite Organizador Olimpic Barcelona (COOB) '92***
The organizing committee of the 1992 Olympic Games in Barcelona, Spain needed help in approaching the mammoth task of compiling biographies of top athletes and teams that would compete in the upcoming Games, for use by news media through an electronic inquiry system. Perelman, Pioneer supported this effort by determining which athletes should be profiled and then providing historical results data which formed the base information set for the Spanish researchers who completed each file. In all, some 3,358 athletes and teams were profiled in 18 different sports over a 15-month period in 1991 and 1992.
- ▶ ***"Unforgettable: The 100 Greatest Moments in Los Angeles Sports History"***
The Los Angeles Sports Council, in cooperation with a private publisher, decided to produce a book which celebrated the history of sports in Los Angeles, but in a unique way. Perelman, Pioneer helped to develop the "greatest moments" concept and then created and executed an area-wide poll to determine which "moments" to include, leading to our writing and research effort which culminated in the publication of the 224-page finished work in 1995. Well received locally, the book became the basis for a televised gala during which the top ten moments were revealed.

Perelman, Pioneer has also developed its own publications for public sale and has been proud to offer three titles to the public since 1995, including:

- ▶ *Perelman's Pocket Cyclopedia of Cigars*, now in its 17th edition as the standard reference to cigars marketed nationally in the United States, with more than 180,000 sold;
- ▶ *Perelman's Pocket Cyclopedia of Havana Cigars*, a similarly-styled, comprehensive review of Cuban cigars, now in its third edition, and
- ▶ *Perelman's College Football Companion*, an all-in-one guide to Division I-A college football teams in the nation, published in 1998 and 1999 only.