



# In the Eyes of Anahita

An adventure in search of humanity

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## **The Canadian book that is sweeping the nation in silence! Sold more than 5,000 copies in 6 months.**

*"In the Eyes of Anahita* is a captivating read that presents profound truth in the entertaining guise of fiction. Hugo Bonjean shares the story of a wisdom quest in the tradition of James Redfield's *Celestine Prophecy* and Daniel Quinn's *Ishmael*, but with deeper practical and spiritual insights. Highly recommended."

Dr. David C. Korten, international best-selling author of *When Corporations Rule the World*.

*In the Eyes of Anahita* (Eagle Vision Publishing, March 2005, ISBN 0-9737542-0-6) is a fictional account of the author's transformation from an ambitious, numbers oriented, business executive to an activist and entrepreneur to whom money and numbers have now become the means to create a better world rather than the end all, be all. The story not only awakens people to the possibilities of humanity, but also inspires them to make a difference by becoming the change they want to see.

Inspired by his travels in South America and with a passion to make a difference for what he calls "the forgotten souls of the world," Hugo Bonjean wrote *In the Eyes of Anahita* over a 3-month period during the winter of 2003/2004. The book became available nationwide through all Indigo/Chapters stores as well as other quality bookstores on March 27, 2005—Easter. Since then, Bonjean has toured the country coast to coast and the book has sold more than 6,500 copies. It is anticipated that sales will exceed 10,000 copies in Canada by the end of the year.

When asked about the success of the book Bonjean says: "I wrote the book to make people think, however, the e-mails I receive from readers indicate that it does much more than that. *In the Eyes of Anahita* seems to touch people on such a deep level that it leads them to make changes in their own lives." Store managers have noticed readers who come back to buy 4 to 7 books to give to their friends and family. "It is really encouraging to see how well the empowering humanitarian message of the book is received and spreads via word of mouth." Bonjean says. "If your goal is to change the world one person at a time, you have succeeded with me," says one reader. "I have read many books on similar subject matter, but none have moved me like yours. Thank you for your gift."

When the manuscript was finished, Bonjean—who has an MBA as well as significant business development experience—analyzed the print industry and decided that the best way forward was to set up his own publishing company. He hired professionals in the field of editing, design and publicity and released *In the Eyes of Anahita* on a limited basis under the Synergy Books imprint (at Christmas markets and on a consignment basis in a few bookstores) during November and December 2004. Based on the initial sales success—1,600 books—over that 2-month period, Bonjean set up his own imprint, Eagle Vision Publishing and signed a distribution contract with Hushion House Publishing. "Small publishing companies could not deliver enough added value to the project to consider them. Delivering excellence has always been a priority of mine," says Bonjean. "I wanted to deliver a top quality product and demonstrate its sales success before approaching any of the large publishing companies."

**To request a review copy of *In the Eyes of Anahita* or to schedule an interview with Hugo Bonjean, please contact Cynthia Johnson, Eagle Vision Publishing, at (250) 217-9161 or e-mail [cynthia@intheeyesofanahita.com](mailto:cynthia@intheeyesofanahita.com)**