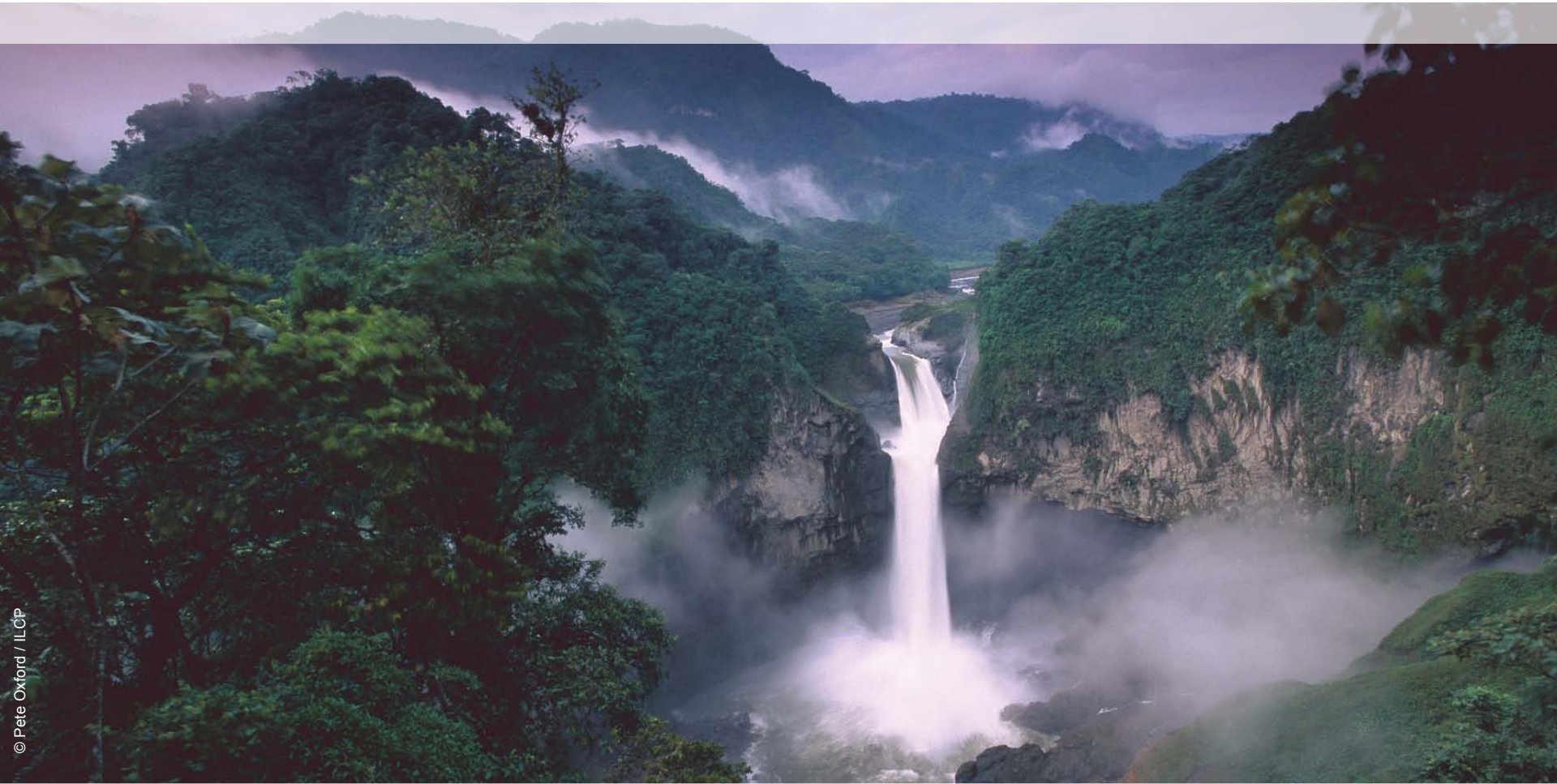




CEMEX Editorial work
CONSERVATION BOOK SERIES



We care for what we know... To inspire, educate and foster conservation of Earth's biodiversity

© Pete Oxford / ILCP

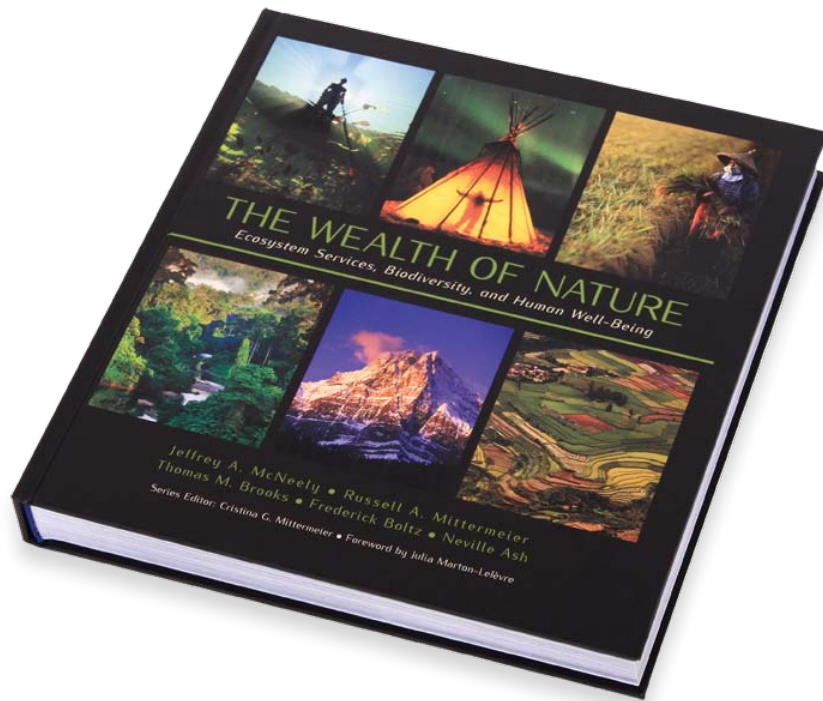
As one of the world's largest producers of cement and ready mix concrete products, CEMEX is committed to sustainable development and the promotion of a biodiversity conservation culture.

Since 1993 we have been publishing a new book every year, illustrating strategies and diverse approaches to foster the protection of our natural world, complemented with powerful images from the world's best photographers.

We have distributed these books through public and private sectors as well as different universities, where they are used as reference by experts in several fields. We have donated thousands of them to different Conservation Organizations, helping them fund their projects. Together, we are working to promote a global culture of environmental awareness.

www.cemex.com

The Wealth of Nature: Ecosystem Services, Biodiversity, and Human Well-Being



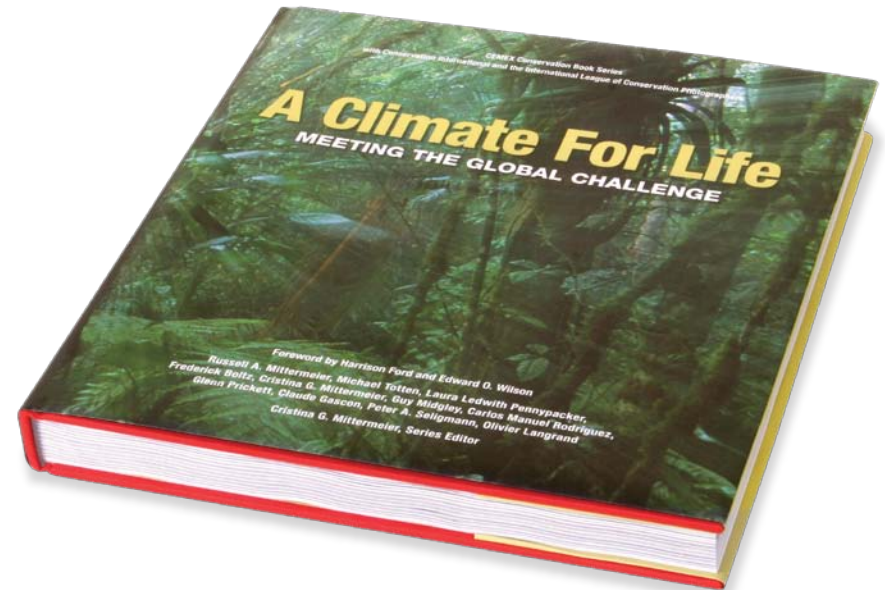
The Wealth of Nature, is a celebration nature's ecological services and demonstrates in detail how they contribute to our health, economic prosperity, and cultural values.

Hundreds of stunning original, full-color photographs and over twenty data-rich essays from some of the most highly-regarded specialists in conservation today, are compiled in this publication to offer a detailed, value-driven explanation of the various ecosystem services - clean water, fresh air, medicines and climate regulation - that support, regulate and provide all natural processes and give humans cultural context. The book explains how these services have enabled our existence on Earth and why their future - and ours - are at risk. It is not just a celebration, but also a call to arms for us to stop undercutting the life that sustains us.

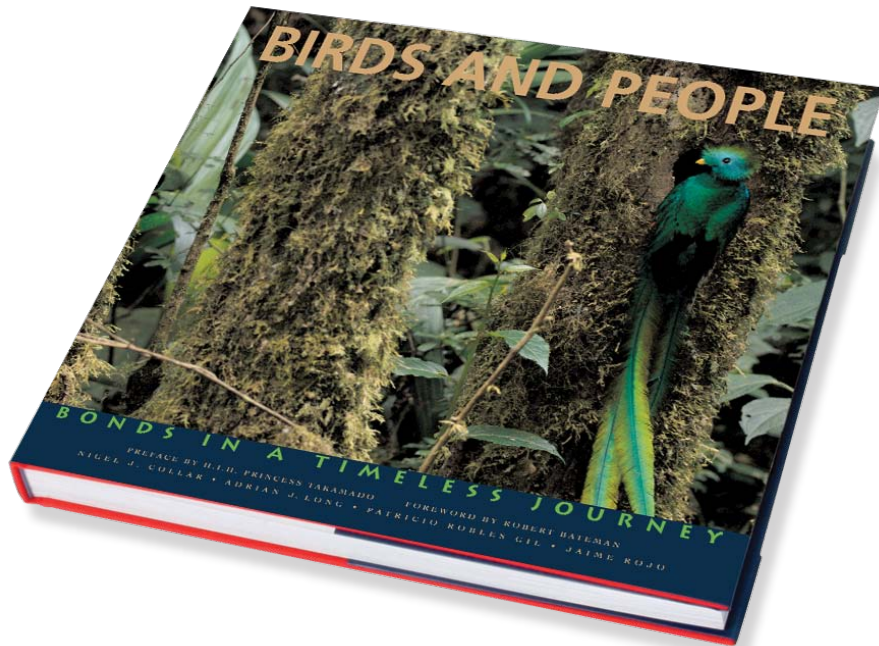
CEMEX, the International Union for Conservation of Nature (IUCN), Conservation International (CI), the International League of Conservation Photographers (ILCP) and The Wild Foundation have worked together to complete this 17th title in the CEMEX Conservation Book Series.

A Climate for Life: Meeting the Global Challenge

A Climate for Life celebrates the biodiversity of planet Earth, and is a call to action to preserve it. This book focuses on the most important challenges facing life on our planet. Ten chapters written by Conservation International scientists cover the foremost issues concerning biodiversity and climate change. Solutions to the challenges of climate change lie in our hands, and are cogently presented in chapters on renewable energies, biofuels, and increasing energy efficiencies. The chapters are powerfully illustrated with images by some of the world's foremost photographers. This edition was developed together with Conservation International and the International League of Conservation Photographers, also with the participation of the following NGOs: The Wild Foundation, Humane Society International, and the South African National Biodiversity Institute (SANBI).



Birds and People: Bonds in a Timeless Journey



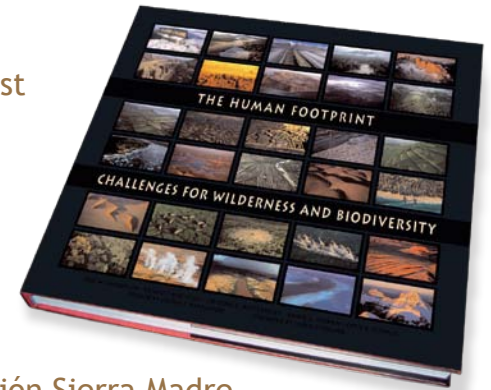
Birds and People: Bonds in a Timeless Journey unfolds the history of our relationship with the most colourful and familiar of the groups of organisms we share our planet with. A portfolio drawn from the world's greatest bird photographers drives the message of this book home. The book is split into five chapters looking at all aspects of human's relationship with birds. It presents the ways birds have been of value to us down the millenia: spiritual, decorative, inspirational, practical, nutritional, agricultural, economic and environmental, helping us with communications, navigation, and survival (in so many ways).

Birds and People is a celebration of our relationship with birds and the joy that they bring us. This edition was developed together with Agrupacion Sierra Madre and BirdLife International.

The Human Footprint

The Human Footprint: Challenges for Wilderness and Biodiversity. Using some of the best available science, state-of-the-art GIS mapping, and satellite technology, as well as the most compelling images created by some of the world's best photographers, this book illustrates the human footprint and suggest some of the answers and avenues of action necessary to address its most pressing challenges. It is our hope that this book will serve as a road map to the human footprint and its implications for the future of life on Earth.

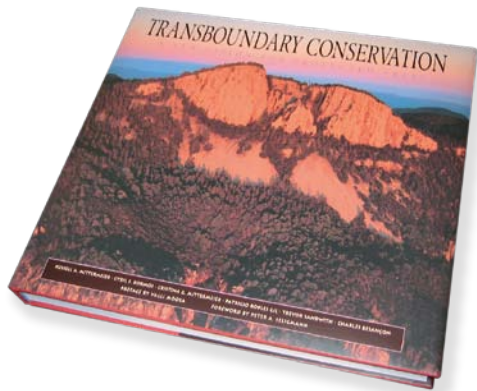
The book was produced in collaboration with the Wildlife Conservation Society, Agrupación Sierra Madre, Conservation International, the Wild Foundation, and the International League of Conservation Photographers.



Transboundary Conservation

Transboundary Conservation: A New Vision for Protected Areas, describes in detail new strategies of shared environmental responsibility for keeping important wilderness areas intact even across national borders. Stunningly illustrated, the book focuses on 29 transboundary parks around the world, from the El Carmen-Big Bend in North America (located between Texas, US and Coahuila, Mexico) to Southern Africa's Okavango-Zambezi "Four Corners" Transboundary Conservation Area.

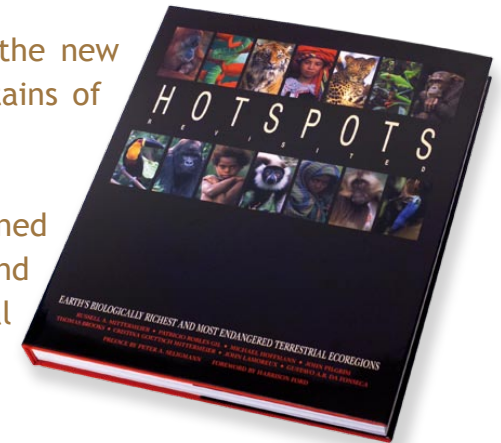
The book was produced in collaboration with the World Conservation Union (IUCN), the Wild Foundation and the International League of Conservation Photographers.



Hotspots Revisited

Hotspots Revisited has brilliant images and the most recent scientific findings of the new Hotspots: Taiwan, North of Australia, China, South Africa, Ethiopia, Somalia, Mountains of Mexico, Uganda and Russia.

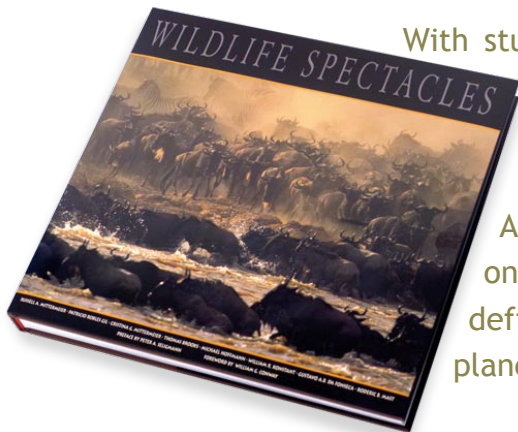
Hotspots is a global conservation strategy that identifies the most diverse and threatened reservoirs of plant and animal life on earth. Both books, *Hotspots Revisited* and *Hotspots*, are bringing awareness and financial resources to protect these critical pieces of land.



Wildlife Spectacles

With stunning images from award winning photographers and research from more than 20 conservation organizations, *Wildlife Spectacles* presents animal congregations and migrations.

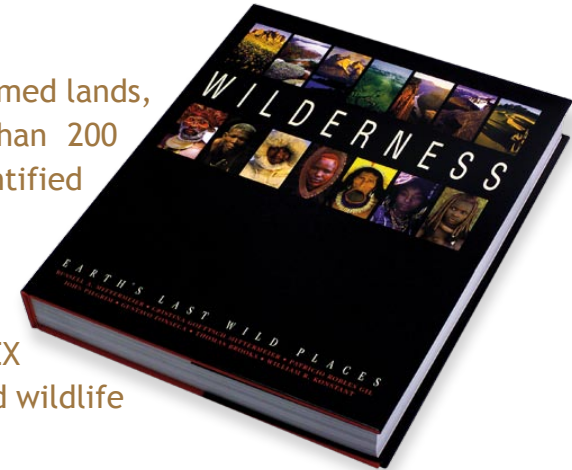
A key fact this book presents is that 90% of a particular species population can be found on a single site and this greatly increases its vulnerability. With this book we aim to help define and protect the biological corridors used by several animal species around the planet.



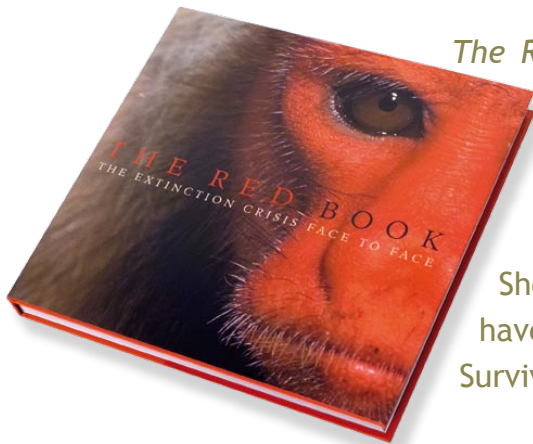
Wilderness

A magnificent book that contains more than 400 breath-taking images of vast, untamed lands, rare glimpses of the people who inhabit them, and the findings of more than 200 international researchers who participated in a two-year, global study of 37 identified wilderness areas.

The CEMEX El Carmen conservation initiative is highlighted in this book since it's located in one of the most important remaining wilderness areas in the world. CEMEX offers through El Carmen a long-term conservation plan for ecosystems, species and wildlife corridors.



The Red Book



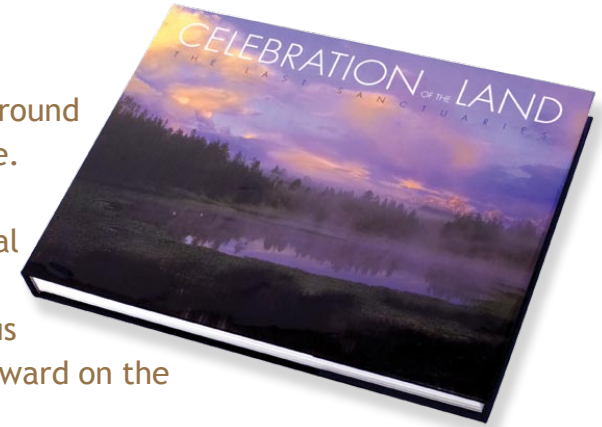
The Red Book takes us on a journey -illustrated with numerous examples- through the controversial universe of species extinction since geological times to modern ecosystem alterations, and the unfortunate disappearance of entire biological communities.

Showcasing impressive images of flora and fauna at risk and the advise of scientists that have studied these species, the book was produced in collaboration with The Species Survival Commission (SSC) of The World Conservation Union (IUCN).

Celebration of the Land

Celebration of the Land -The Last Sanctuaries-, describes thirteen parks from around the world that are outstanding for their scenic beauty and biological importance.

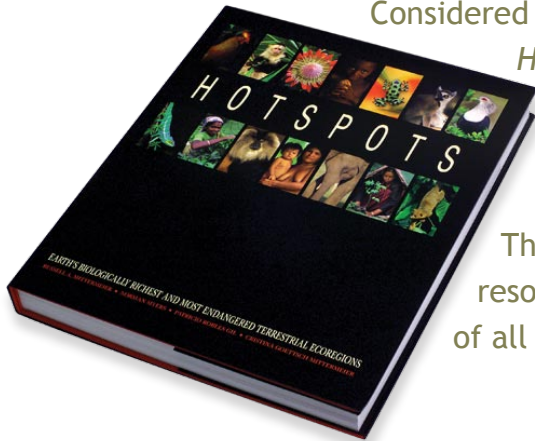
Galapagos, Yellowstone, Okavango, Ranthambhore, and other legendary natural protected refuges are joined together for the first time in a single volume. Each park was documented by a different renowned photographer and they offer us their personal views of the park. The book was awarded the Benjamin Franklin Award on the science - environment category.



Hotspots

Considered one of the "Top 40 Wildlife Classics" of the past century by the BBC Wildlife Magazine, *Hotspots* was the result of a three year research and analysis. The project involved more than 100 specialists and portrays more than 350 images from renowned photographers.

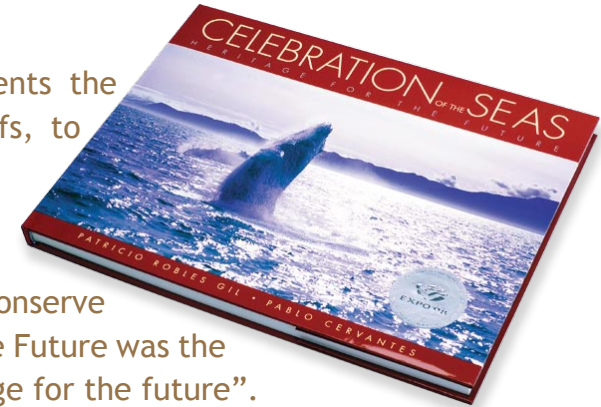
The bottom line of the *Hotspots* strategy is to focus limited human and financial resources to the conservation of these rich and endangered pieces of land, in which 60% of all terrestrial living species known, exist.



Celebration of Seas

With more than 200 outstanding photographs, *Celebration of the Seas* presents the fascinating marine world. From the colorful creatures that live on coral reefs, to whales, and the birds that fly over their waters.

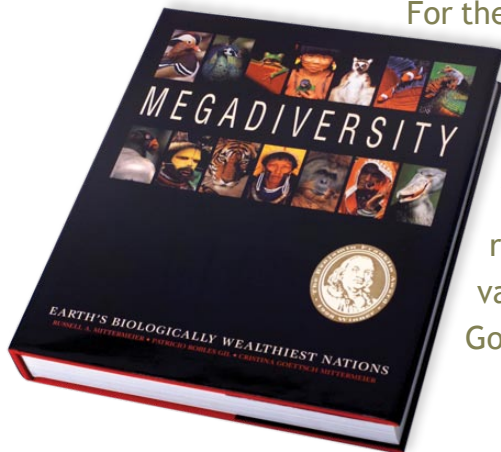
Eighty of the world's finest photographers, along with 17 renowned explorers, scientists, and writers, lead us through the seas of the world and call upon us to conserve this heritage for the future: our oceans. *Celebration of the Seas - Heritage for the Future* was the official book of the Lisbon EXPO in 1998 which theme was “The Oceans, a heritage for the future”.



Megadiversity

For the first time in a book, here are presented the 17 countries that have the greatest diversity of plants, animals and human cultures. Among the wealthiest nations described in the book are: Mexico, USA, Venezuela, Colombia, Indonesia and Philippines.

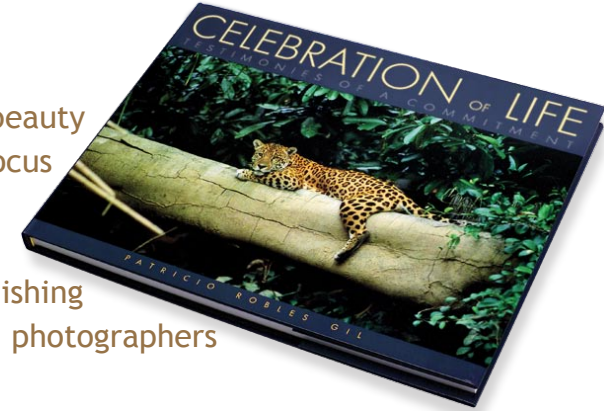
With more than 400 images, *Megadiversity* is an excellent reference book for students, researchers and conservationists around the globe. This book makes us understand and value the natural patrimony of our planet. *Megadiversity* won the Benjamin Franklin Golden Award as well as other four international recognitions.



Celebration of Life

Celebration of Life showcases through breath-taking photographs, the drama, beauty and diversity of the animal life on earth. This book is an invitation to focus commitments towards the conservation of animal species.

The outstanding photographs presented here have made history around the publishing industry and nature magazines. *Celebration of life* includes notes from the photographers describing what they want to achieve with their images.

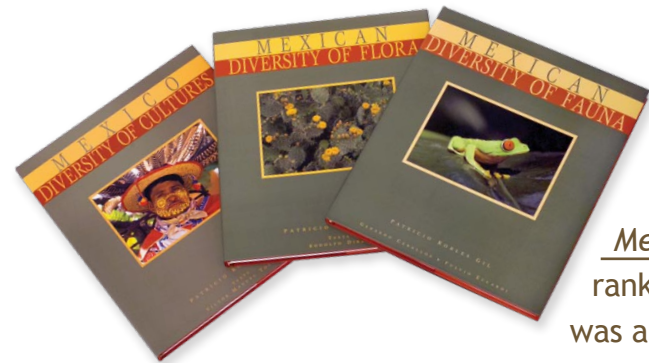


Natural and Cultural Diversity of Mexico - a series of three books

Mexico: Diversity of Cultures presents us the Mexican indigenous cultures, describing key elements of their heritage, traditions and the many different livelihoods adapted, depending on the landscape, flora and fauna.

Mexican Diversity of Flora gives us a quick look to Mexico's thousands of plant species and ecosystems: from deserts and grasslands to rainforests, Mexico possesses a wide range of habitats.

Mexican Diversity of Fauna takes us on a tour through the country's wildlife. Mexico ranks first place on the planet for reptile species and second on mammals. The book was a winner of the Quorum Prize.



The Partnership



We have donated books to the following organizations:

- The World Conservation Union (IUCN) • Unidos para la Conservación • The Wild Foundation • Birdlife International • World Wildlife Fund • The International League of Conservation Photographers • Smithsonian Tropical Research Institute • Fundación Natura Colombia • The Nature Conservancy • Wildlife Conservation Society • Museo Nacional de Ciencias Naturales-CSIC • Hawkmountain Cornell University • CBD-Habitat • Museum of Comparative Zoology Harvard University • Chelonian Research Institute and Foundation • UNAM-Programa de Conservación de Murciélagos • Frankfurt Zoological Society-Help For Threatened Wildlife • Fundación para la Conservación de la Biodiversidad y su Hábitat • American Bird Conservancy • International Crane Foundation • Wildfowl & Wetland Trust • Friends of Conservation • Sonoran Desert, National Park • Bat Conservation International • Instituto Von Humboldt • University of Virginia • Pantanal / Embrapa • Wild Salmon • CICESE • ANCON • LIFE • MAB • Human Society International • South African National Biodiversity Institute (SANBI) •