

Horse Listener Carlos Tabernaberi launches his innovative eBook *Finding Common Ground*

Carlos Tabernaberi's touch calms wild brumbies, his voice mends broken spirits and his empathy gives hope to horses whose only other path may be the slaughterhouse. It is this calm leadership and ability to look through the eyes of horses, rather than trying to 'break' them, that he teaches in *Finding Common Ground* – release date 16 April 2013, exclusively on iTunes (RRP \$19.99, requires iBooks 3.0 and IOS 5.1 or later).

Designed as a must have for riders and horse owners alike, *Finding Common Ground* builds upon Carlos' previous TV series, articles, clinics, books and DVDs.

Weaving inspirational, highly practical information and instructive, step-by-step images alongside almost two hours of how-to video, its aim says Carlos is to share the pain-free, confidence-building philosophy and techniques he has honed over many years of observing, starting, training and working with thousands of horses.

eBook producer James Boldiston says the combination of Carlos' ground-breaking philosophy with strict production values puts this eBook in a class of its own. Boasting a highly interactive interface that allows readers to bookmark, make notations, highlight and search; over 80 step-by-step instructional photos; and more than two hours of embedded video, this is a comprehensive learning experience and exceptional value for money.

"When we started the project", says James, "I looked at what horse eBooks were available on tablets. There was nothing apart from textbooks, so we set about making the best and graphically richest eBook ever made. With the videos, touch pictures, panoramas and design I think we did just that", James says proudly.

No matter if readers have a competition horse, pleasure horse, racehorse, young horse or a previously abused horse, Carlos says his eBook "Can help horse lovers forge the loving, trust-based relationship they desire with their horse by finding the common ground in everyday equine situations".

Carlos' absolutely gentle techniques were born in response to the cruelty and terrorism he witnessed firsthand during his Argentinean childhood under the *Junta* military, as well as the impact growing up in *Gaucha* country had on him.

"Going to school I'd walk past the local *Gauchos* (cowboys) who took the phrase 'breaking in' literally", says Carlos. "It's a very proud and traditional, but cruel, approach called *Doma Nacional*. It's why I became passionate about developing horses by establishing a good foundation through understanding and trust, not through force," says Carlos, whose family immigrated to Australia when he was 14.

"We continually take from our horses, but rarely give back", adds Carlos. "Even the simple act of riding puts the horse in a situation where he has little, if any say," says Carlos a fiercely passionate horse advocate who is described by equine insiders and clients as; 'The next generation of horseman' and 'The only horseman who truly puts the horse first'.

It's the main reason that Carlos has priced his eBook so that it is easily affordable and thereby more readily available to a wider audience. Because as he explains; "I'd certainly die a happy man if by the time I'm 90 I see people working with horses the way I am now", he smiles.

"It's Carlos' unique insight and ability to look at life through the eyes of the horse, to train them with understanding rather than force, that I think will provide the very inspiration that seems to be lacking in the current horse ebooks", says James.

