

Neville Fickling review

I was asked to write the forward for this book and the reason I did so was because, on reading it, I realised that it was an incredibly detailed book, and one that made me feel somewhat insignificant when I considered my own lure fishing efforts.

The book covers just about every aspect of lure fishing from lure choice, how to approach a multitude of different swims, structure, and of course different species, and if you've not grasped what Dave is saying there are bullet points at the end of each chapter for the duffers amongst us (Yes, count me in!).

Years of fishing as an individual and as a guide has given Dave a huge amount of experience that the rest of us would take a lifetime to obtain. Whether this experience can be applied to every water I'm not sure. However, the point of Dave's book is to make you think about what you are doing and, once you have discovered something, to use it again and again to catch fish. Lures are not real food items after all and your job as a lure angler is to fool a fish into taking the lure. Dave has analysed this particular art and, judging from the photos in the book, he has put this into practise time and time again.

One encouraging thing for me was that Dave made it clear that the Muskie Innovations Bull Dawg was dead easy to use, just cast and retrieve, I like that lure. For those that want to go further than that you obviously need to read this book. There is so much of use in this book: one example being a simple way of rigging a Bull Dawg that makes it kinder to the pike and also preserves the lure. I could go on, but the simple answer is to buy the book.

Published by Coch-Y-Bonddu books, *Lure Fishing Presentation and Strategy* is nicely produced and runs to 256 pages. It is also surprisingly cheap for a book these days at £19.95