

Inaugural Business Book Awards Launched To Celebrate New Entrepreneurial Writing

Submitted by: Business Book Awards

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The inaugural Business Book Awards (<https://www.businessbookawards.co.uk/>), celebrating the best UK business book authors and publishers, will be launched at London's Army & Navy Club in Pall Mall, London on Tuesday October 10 2017.

The lunch-time event is hosted by the successful author, and co-founder and managing editor of Rethink Press (<http://rethinkpress.com/>), Lucy McCarraher, and the guest of honour will be one of the UK's most successful business book authors, Shaa Wasmund MBE (<http://shaa.com/>).

Shaa Wasmund is an entrepreneur, public speaker and the author of the bestselling books, Stop Talking, Start Doing and Do Less, Get More. She is an ambassador to the awards, was herself awarded an MBE for services to business and entrepreneurship and is named as one of the UK's Top 20 influential entrepreneurs.

Other ambassadors include Daniel Priestley (author of Key Person of Influence), Heather Townsend (author of The Financial Times Guide to Business Networking) and Bridget Shine, the Chief Executive of the Independent Publishers Guild (IPG).

Business Book Awards founder Lucy McCarraher said, "The best-selling writers like Tim Ferris, Michael Gerber, Gary Vaynerchuk and Shaa Wasmund have not only used their books to develop a fan base of entrepreneurs, they've set the gold standard in promoting their own businesses.

"Business owners, consultants and coaches recognise that publishing a book demonstrates their authority in their fields, bringing positive impact, income and influence.

"Authors whose books might not be appropriate for traditional publishers are now able to self-publish or use the services of a hybrid publisher to produce and distribute their books in print, e-book and audio formats.

"No existing book award is sufficiently broad-based for these entrepreneurial business authors. These new awards will be the first of their kind to welcome entries from all UK authors and publishers on the basis of a 'no barriers entry'.

"We will give every author of a business or self-help book the opportunity to participate in a high quality, impartial judging process."

The head judge is Alison Jones, the founder of Practical Inspiration Publishing, a partnership publishing company, and author of This Book Means Business. She worked for 25 years with leading companies such as Chambers, Oxford University Press and Macmillan. She was Director of Innovation Strategy at Palgrave Macmillan.

Alison provides executive coaching, consultancy and training services to publishers, works as a speaker

and blogs on the publishing industry. She is on the board of the Independent Publishers Guild, which is a partner in the awards, as are The Publishers Association and Print Monthly.

Other judges include John Williams – founder of The Ideas Lab, author of Screw Work, Break Free and Screw Work, Let's Play and Sian Prime - coach, facilitator in Innovation and Creative Entrepreneurship, Goldsmiths, University of London.

Two recently published authors will be in attendance. Nicole Bremner is the author of Bricking It, which explains how to create a stunning property portfolio and still have time to go to the kids' school plays. Pieter de Villiers is the author of Barefoot Business, which gives readers an insight into the systems that can make their businesses efficient, profitable and easier to manage.

Authors or publishers wishing to enter the awards can do so through the website:

<https://www.businessbookawards.co.uk>. The deadline for nominations is December 31 2017. Judging takes place in London on January 11 2018, the nominee shortlist is released on January 17 and the awards event takes place on March 16 2018 at The Grange City Hotel, London. The initiative is organised by ThinkFest, the events arm of the award-winning Pathway Group (<http://pathwaygroup.co.uk>).

Ends

We would be delighted for journalists to attend this event. Lucy McCarraher and the event organisers are available for interview.

For RSVPs and further information please contact Mary-Jane Rose, email mary-jane@famouspublicity.com or Dom Hogan, email dom@famouspublicity.com or Tina Fotherby, email tina@famouspublicity.com or call 0333 344 2341.