

# Business Book Awards Winners Announced

Submitted by: Business Book Awards

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The organisers of the Business Book Awards (<https://www.businessbookawards.co.uk/>) are thrilled to announce the overall winner of the 2018 inaugural event is Campbell Macpherson, author of *The Change Catalyst* (<http://amzn.to/2B8VJ3M>), a book about the secrets to successful and sustainable business change.

Campbell Macpherson from Oxford, UK said, "I am stunned! Thank you to the organisers and all the judges for putting on this wonderful evening. It's all about leadership, and it's all about leaders embracing change and leading change through their organisations. There are so many good books at these awards that I am now going to go out and buy.

"The book came to me while I was working in Abu Dhabi a few years ago when during a very long Ramadan and a very long summer I had three or four months to work out what I was going to do next and I thought 'let's write a book'. I saw a presentation from Bain & Co that said '88% of change initiatives, strategies and merges and acquisitions fail' and I thought 'goodness me, there's the hook for the book.' The first section is why, the second section is what to do about it and the rest is about cultural events and everything I've been doing for the past 25 years."

Campbell Macpherson has been helping business leaders clarify their strategy and instigate sustainable change for more than 30 years throughout the UK, Europe, Australia, USA, Asia and the Middle East. He has a remarkable wealth of experience across a variety of industries and business disciplines. He has been a board member, Strategy Director, HR Director, Marketing Director, eBusiness Head and internal change leader.

He is a strategic change adviser for many dozens of organisations via his consultancy Change & Strategy International Ltd (<https://changeandstrategy.com>).

His work has included advising the Abu Dhabi Investment Authority, Zurich Global Life, IFDS/State Street, International Personal Finance, Friends Life, Aviva, GoCompare, iPipeline, James Hay, Cofunds, Sesame, Misys, Openwork, Centaur Media, BP, Capital Radio, BBC, Telewest, AMP, American Express, Lazard and Andersen Consulting.

Campbell Macpherson has a physics degree from Melbourne University. He lives in Oxford, UK and is married with two adult children. He divides his time between the UK, Australia and wherever his clients need him to be.

The awards celebrating the best in UK business books published in 2017 took place at The Grange City Hotel, London and the overall winner was decided by a majority vote of the judging panel.

The nominated books were divided into seven categories: Startup Inspiration, Selling the Dream, Leading the Team, Embracing Change, Thought Leader, Self-Development and the Judge's Choice.

Business Book Awards 2018 List of Winners in Each Category:

### Category 1: Startup Inspiration

Lead Judge John Williams is the founder of The Ideas Lab, author of Screw Work, Break Free and Screw Work, Let's Play.

It Takes a Tribe (<http://amzn.to/2DeGat9>) by Will Dean (Portfolio, Penguin Random House)

Will Dean is co-founder and CEO of Tough Mudder and was included in Fortune's '40 Under 40' list and received the US National EY Entrepreneur of The Year Emerging Award. He was born in the UK and is a graduate of the University of Bristol and Harvard Business School.

### Category 2: Selling the Dream

Lead Judge Andy Lopata is a mentor, trainer, author of three books on networking skills, networking strategy and referral strategy.

Strategic Tendering for Professional Services (<http://amzn.to/2DHxa0L>) by Matthew Fuller and Tim Nightingale (Kogan Page) Matthew Fuller has 25 years' experience of working in the professional services sector. He has led global business development and marketing teams at Allen & Overy Herbert Smith and currently White & Case. He has run training programmes throughout the world advising partners on proposals best practice.

Tim Nightingale is a founding director of Nisus Consulting, providing market research and client insight services to the professional services sector. He is a Fellow of the Chartered Institute of Marketing, a full member of the Market Research Society and a member of the Professional Services Marketing Group (PSMG).

### Category 3: Leading the Team

Lead Judge Martin Norbury is a Business growth advisor, award winning entrepreneur and author of Don't Work Fridays.

The Change Catalyst (<http://amzn.to/2B8VJ3M>) by Campbell Macpherson (Wiley) (Also overall winner).

### Category 4: Embracing Change

Lead Judge Ginny Carter is the author of The Author Maker, a business book ghostwriter and writing coach.

Futureproof (<http://amzn.to/2EPwRjU>) by Minter Dial and Caleb Storkey (Pearson)

Minter Dial is an international professional speaker and recognised expert on branding, new tech and digital strategy. President and founder of The Myndset Company, the list of blue-chip clients with which he works includes Orange, Kering Group, Remy Cointreau, Samsung, Credit Agricole, LVMH, L'Oreal, Total, Publicis and Tencent.

Caleb Storkey is a seasoned entrepreneur, consultant and recognised expert in innovation and marketing. Founder and CEO of Storkey Media, an integrated marketing agency, Caleb works internationally with a

wide-ranging client base from blue-chip companies to highly disruptive and fast growth tech start-ups.

#### Category 5: Thought Leader

Lead Judge Carl Reader is an expert and advisor to small businesses; columnist and author of *The Startup Coach* and *The Franchising Handbook*.

*The Startup Way* (<http://amzn.to/2Dcoqim>) by Eric Ries (Portfolio, Penguin Random House)

Eric Ries is an entrepreneur and the author of the New York Times bestseller *The Lean Startup*, which has sold over one million copies and has been translated into more than thirty languages. He is the creator of the Lean Startup methodology, which has become a global movement in business, practiced by individuals and companies around the world.

#### Category 6: Self-Development

Lead Judge Suzanne Collier is the founder of [bookcareers.com](http://bookcareers.com), the Careers Guidance and Development Consultancy to the book and publishing industry.

*The Leader's Guide to Presenting* (<http://amzn.to/2B9IOzX>) by Tom Bird and Jeremy Cassell (Pearson)  
Tom Bird's business career stretches over 20 years and spans sales and sales management as well as personal development and performance improvement. He is a director of RTP and has been involved professionally in developing people to realise more of their potential since 2000.

Jeremy Cassell has worked as a freelance trainer for 12 years. Before that he was National Training Manager for L'Oreal and National Sales Training Manager for Walker's, part of Pepsi. Before entering the business world, he gained experience in teaching English and History.

#### Category 7: Judge's Choice

Lead Judge Lucy McCarraher is the founder of the awards, author of 11 books and co-founder and Managing Editor of Rethink Press.

*Client Earth* (<http://amzn.to/2mEPAXX>) by James Thornton and Martin Goodman (Scribe UK)

James Thornton is an environmental lawyer and writer. He is the founding CEO of ClientEarth, a not-for-profit environmental-law organisation with offices in London, Brussels, and Warsaw. The New Statesman named James as one of ten people who could change the world.

Martin Goodman was born in Leicester, and has lived and worked in China, Qatar, the USA, Saudi Arabia, Thailand, Germany, The Netherlands, Italy and France. Travel forms a large part of his writing: both for strictly travel-related books and also for novels and biographies

The awards attracted 150 entries from a wide variety of publishers. The founder of the awards is Lucy McCarraher, author of 11 books, and co-founder and Managing Editor of Rethink Press. Lucy McCarraher said, "We felt it was time that the wide range of business authors were celebrated for the knowledge and expertise they make available through their books."

"Our brilliant judging panel, made up of eminent authors, business people, publishers and experts, have

brought their experience and integrity to the review process and ensured that all 150 entries have been given a rigorous and thoughtful assessment. I thank them all, along with Alison Jones, our superb and hardworking Head Judge.

Safaraz Ali, the founder of ThinkFest, the organisers behind this initiative, said, "We're thrilled with the feedback from authors and publishers and look forward to establishing this event as a key highlight of the book publishing year."

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Lucy McCarraher and the event organisers are available for interview.

For further information please contact Mary-Jane Rose, email [mary-jane@famouspublicity.com](mailto:mary-jane@famouspublicity.com) or Adam Betteridge, email [adam@famouspublicity.com](mailto:adam@famouspublicity.com) or Tina Fotherby, email [tina@famouspublicity.com](mailto:tina@famouspublicity.com) or call 0333 344 2341.

Lucy McCarraher, Managing Editor

Lucy McCarraher started her first publishing company at university, and has been publishing, editing and writing ever since. She has been a magazine and book editor and publisher, print and TV journalist in Australia and the UK; a writers' agent, and editor for Methuen. As Director of Development at Lifetime Productions International, she developed, wrote and edited UK and international TV and video series, including three series of Runaway Bay, a children's series shot in Martinique and starring Naomie Harris; Go Wild! with Chris Packham; and the Lovers Guide video series and books.

Lucy became a national expert in work-life balance, writing academic and business reports for clients and authoring The Work-Life Manual and The Book of Balanced Living. Her clients included multinational and blue-chip companies, large public sector and voluntary organisations, and SMEs. She has also worked as a coach with many individuals on their work-life balance and personal development.

Lucy is the author of 11 published books, including her latest, best-selling How To Write Your Book Without The Fuss, with her business partner Joe Gregory; and the acclaimed How To Write Fiction Without The Fuss. Her first novel, Blood and Water, was shortlisted in a major competition and published by Macmillan New Writing, followed by Kindred Spirits and Mr Mikey's Ladies. Lucy's self-help books include A Simpler Life and The Real Secret, both co-authored with social psychologist, Annabel Shaw. The Real Secret was published by Bookshaker and Lucy subsequently became Commissioning Editor of the publishing company, contributing to its 14-year experience of niche business and self-development books.

Lucy became the Publish Mentor for KPI UK in 2013, for KPI Singapore in 2015, and enjoys working with the wide variety of talented KPI entrepreneurs to plan, write, and publish their business books.

She mentors and coaches individual writers; gives keynotes, workshops, masterclasses and webinars in all aspects of writing and publishing; and has a post-graduate diploma (DTLLS) in teaching Creative Writing

and Literacy.