

Selling the Dream Category Winner Announced at the Business Book Awards

Submitted by: Business Book Awards

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The organisers of the inaugural Business Book Awards (<https://www.businessbookawards.co.uk/>) are delighted to announce the winners of the Selling the Dream category are Matthew Fuller and Tim Nightingale, authors of Strategic Tendering for Professional Services (<http://amzn.to/2DHxa0L>). The winner of this category was decided upon by a majority vote of the judging panel, lead by Andy Lopata, a mentor, trainer and author of three books.

Matthew Fuller from London, UK standing beside his co-author Tim Nightingale from Tonbridge, Kent, UK said "It was an amazing thing to do, it really was incredible, as everyone who's written a book will know. Many of you in the audience know it's quite a challenge and a sacrifice, but it really was a thrill."

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).

The awards were hosted by Nadine Dereza, a business presenter and experienced conference chair and Simon de Cintra who has recently left the corporate world to train as a professional actor. The event took place at the Grange City Hotel in London where the authors of this year's best business books gathered to celebrate the first Business Book Awards. Other nominated authors in this category were Gordon McAlpine with 'Scale Up Millionaire', Paul Owen with 'Secret Skill. Hidden Career', Mel Sherwood with 'The Authority Guide to Pitching Your Business', Andrew Brent with 'The Growth Director's Secret' and Scott Stratten and Alison Stratten with 'UnBranding'.

Lucy McCarraher, author of 11 books, co-founder and Managing Editor of Rethink Press and the founder of the awards said "Our aim has been to develop a new and inclusive set of awards for the authors of all kinds of business books, who have taken any and every route to getting their book published."

Selling the Dream Nominees

Judged by Andy Lopata

Scale Up Millionaire (<http://amzn.to/2DdvN8Y>) by Gordon McAlpine (Rethink Press)

Secret Skill, Hidden Career (<http://amzn.to/2mNe5Dk>) by Paul Owen (Rethink Press)

Strategic Tendering for Professional Services (<http://amzn.to/2DHxa0L>) by Matthew Fuller and Tim Nightingale (Kogan Page)

The Authority Guide to Pitching Your Business by Mel Sherwood (<http://amzn.to/2DqQHEW>) (The Authority Guides)

The Growth Director's Secret (<http://amzn.to/2FKffar>) by Andrew Brent (Bloomsbury Publishing Plc)
UnBranding (<http://amzn.to/2rc3dna>) by Scott Stratten and Alison Stratten (Wiley)

The overall winner of the Business Book Awards was Campbell Macpherson, author of The Change Catalyst who also received the award in the Leading the Team Category.

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Lucy McCarraher and the event organisers are available for interview.

For further information please contact Mary-Jane Rose at mary-jane@famouspublicity.com, Adam Betteridge at adam@famouspublicity.com or Tina Fotherby at 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 ten 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.