

Thought Leader 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 winner of the Thought Leader category is Eric Ries, author of *The Startup Way* (<http://amzn.to/2Dcoqim>). The winner of this category was decided upon by a majority vote of the judging panel, lead by Carl Reader, Leading expert and advisor to small businesses; columnist and author.

Eric Ries, from California, USA said, "You share with me an appreciation for the power of words and ideas to shape society. Business authors are especially aware that the most impact is to be had when ideas are put into action. I believe that the perils and opportunities of the coming century mean that we can use entrepreneurship to radically expand the circle of opportunity to many more people. Thank you for sharing this journey with me, I am truly honoured."

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.

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 Daniel Priestley with '24 Assets', Julia Hobsbawm with 'Fully Connected', Darren Bridger with 'Neuro Design' and John O'Brien and Andrew Cave with 'The Power of Purpose'.

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."

Thought Leader Nominees

Judged by Carl Reader

24 Assets (<http://amzn.to/2Dg3Ldi>) by Daniel Priestley (Rethink Press)

Fully Connected (<http://amzn.to/2mGI0gw>) by Julia Hobsbawm (Bloomsbury Publishing Plc)

Neuro Design (<http://amzn.to/2mFfGu5>) by Darren Bridger (Kogan Page)

The Power of Purpose (<http://amzn.to/2ritWhM>) by John O'Brien and Andrew Cave (Pearson)

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

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.