

# Business Book Awards Organisers Announce Start-up Inspiration Category Winner

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 Start-Up Inspiration category is Will Dean, author of *It Takes a Tribe* (<http://amzn.to/2DeGat9>). The winner of this category was decided upon by a majority vote of the judging panel, lead by John Williams, author and founder of The Ideas Lab.

Will Dean from Sheffield, Yorkshire, UK said, "I think that most people who start a company do so because they have a passion to do something, but it can be quite lonely and very tough starting a company. I don't pretend that were curing cancer, but certainly for me the reason I started the company is because I do think in a very little way we're making the world a better place."

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.

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 Karen Green with 'Recipe for Success', Carrie Green with 'She Means Business', Alpesh H Patel with 'Tested' and Karen Ingram with 'Thrive Don't Just Survive'.

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."

Start-up Inspiration Nominees

Judged by John Williams

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

*Recipe for Success* (<http://amzn.to/2EO5qqC>) by Karen Green (Matador)

*She Means Business* (<http://amzn.to/2mGFIgf>) by Carrie Green (Hay House Publishers)

*Tested* (<http://amzn.to/2FHPCae>) by Alpesh H. Patel (Peshmode)

*Thrive Don't Just Survive* (<http://amzn.to/2Doejdi>) by Karen Ingram (Rethink Press)

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](mailto:mary-jane@famouspublicity.com), Adam Betteridge at [adam@famouspublicity.com](mailto:adam@famouspublicity.com) or Tina Fotherby at [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 Naomi 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.