

The Prince's Trust Support Literature at Inaugural Business Book Awards Event

Submitted by: Business Book Awards

Thursday, 5 April 2018

The first Business Book Awards (<https://www.businessbookawards.co.uk/>) took place recently at the Grange City Hotel, London to celebrate the best in business books. The awards were attended by the authors of many different business books that were shortlisted by specialist judges across seven categories.

The awards were founded by Lucy McCarraher from Norwich in Norfolk, East Anglia. Lucy is the author of eleven books, and co-founder and Managing Editor of Rethink Press (<http://rethinkpress.com/>). The event was created for business authors who used many diverse ways to get their books published, and who discussed a wide range of topics from entrepreneurial management and presenting skills, to technological advancements and raising the profile of a business.

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. Some of them make an impact in a highly niche market; others present a vision that changes the way we all work or live."

Also in attendance was Isabelle King, also from Norwich, a representative of the Prince's Trust (<https://www.princes-trust.org.uk/>), a charity for which the Business Book Awards were raising funds. The charity helps homeless people and those struggling at school aged between 11 and 30 to transform their lives, empowering them to get into jobs, education and training.

Isabelle King set up a literary enterprise through the Prince's Trust called 'Books Talk Back' (<http://bookstalkback.com/>), a not-for-profit event to provide information about writing and the publishing industry. She is also a children's author with two books; 'The Norfolk Story Book' and 'Once Upon a Time in Norfolk'. 'Books Talk Back' began as a one-off event in a small local pub and grew into an influential business venture.

Isabelle King said, "I believe passionately that encouraging and inspiring children and young people to develop a love of literature is one of the best steps we can take in developing a bright and positive future. This is a value that I have always been determined to take forward with me in my career.

"It gives me an opportunity to help people develop a love for literature which will open doors for them, and hopefully encourage them to write their own books as well. Thanks to the Prince's Trust for equipping me with the knowledge and confidence to run a business where I can incorporate my values. It's an honour to be a young ambassador for the Prince's Trust."

The overall winner of the Business Book Awards was Campbell Macpherson, author of 'The Change Catalyst' (<https://www.amazon.co.uk/Change-Catalyst-Successful-Sustainable-Business/dp/1119386268>) who also received the award in the Leading the Team Category. Winners in other categories were Will Dean with 'It Takes a Tribe', Tom Bird and Jeremy Cassel with 'The Leaders Guide to Presenting', Matthew Fuller and Tim Nightingale with 'Strategic Tendering for Professional Services', Minter Dial and Caleb Storkey with 'Futureproof' and James Thorton and Martin Goodman with 'Client Earth'.

ENDS

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.