



THE BUSINESS BOOK AWARDS 2018



Celebrating the Best in Business Books

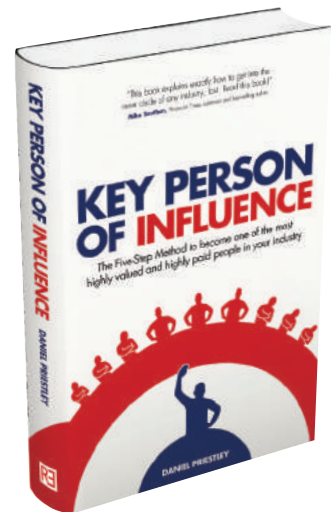


**16th March 2018
Grange City Hotel**

#BBA2018

Dent[®]

GET a Complimentary copy of **KEY PERSON** of **INFLUENCE** by Daniel Priestley



HOW?

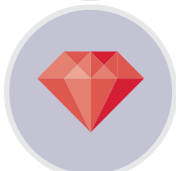
Complete the Key Person of Influence Scorecard to measure your business in five key areas of influence. Already taken by over 35,000 businesses globally.

You and your business will be measured on



CLARITY

The degree to which you can clearly articulate the value of what you do is the first step in maximising your ability to influence. Unfortunately, some business owners do not have a compelling answer to the question 'What do you do?' let alone 'Why should I buy?'.



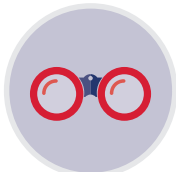
CREDIBILITY

The level of perceived authority you have in your industry plays a major role in determining everything from your pricing and conversion rates, to the volume of inbound opportunities coming your way. If you lack credibility, you will lack influence.



SCALABILITY

The degree to which an organisation's revenue is linked to founder's personal time is a critical factor in measuring both the efficiency and effectiveness of the business model being used. Scalability also refers to the degree to which the customer acquisition process has been automated.



VISIBILITY

The personal brand presence of the founder, both online and in traditional media, is a differentiator and can't be underestimated. You (and your organisation) are who Google says you are.



CONNECTIVITY

Every great business grows and thrives through partnerships, JV's and alliances with other key players in your industry. Whether you're isolated on the fringe or well established in the inner circle of your industry will be the deciding factor as to whether you're operating as a Key Person of Influence.

This **online tool** will ask you **40 questions** and will take no longer than **5 minutes** to complete. At the end it will give you a **full report** showing your benchmark for ability to influence in your industry and **how you can improve** in the five key areas outlined above.

Best of all, the scorecard is complimentary and for a limited time, you'll get a copy of the best selling book - Key Person of Influence, when you're done.

START NOW:
<http://www.dent.global/uk/bba>

Welcome



Lucy McCarraher

Founder of The Business Book Awards

“Welcome to the first Business Book Awards!

This is going to be an exciting night, and the culmination of months of hard work from the team who have worked with me to create this new venture.

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.

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.

The contemporary range of routes to publication for business and self-help books all have their strengths and merits. The Business Book Awards have welcomed every good book and all methods of publication. Tonight, we will recognise business book writing in all its forms and bring the top authors to public recognition.

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 hard-working Head Judge. I'm very appreciative, too, of the support our Ambassadors, Shaa Wasmund MBE, Daniel Priestley, Bridget Shine, Heather Townsend and Tony Robinson OBE, have given us.

The best projects happen when the right partners come together. Despite having had the idea of a set of awards for business books rattling around my head for several years, I couldn't make them happen until events organisers ThinkFest expressed an interest in the idea. Safaraz Ali and Kasim Choudhry and their team have done a superb job, from setting up the launch, running the submission and judging machinery, and organising this fabulous evening.

Thank you for coming to celebrate the winners of the Business Book Awards. I hope you have a wonderful time tonight!”

Lucy McCarraher,
Founder, Business Book Awards



About The Night

Hosts



Nadine Dereza

Nadine Dereza is a business presenter and conference chair. She has worked for CNN, BBC, Sky TV, SABC, Simply Money and Associated Press. As London Markets Correspondent for the Financial Times, she was awarded 'Financial Journalist of the Year'. Nadine is co-author of the 5-star rated Insider Secrets of Public Speaking.



Simon de Cintra

Simon de Cintra coaches subject matter experts who need to make more of an impact at work. A defining moment for Simon was when he left the corporate world and trained professionally as an actor. His early discovery that acting has nothing to do with pretending, inspired him to seek the formula behind truthful and authentic communication.

Keynote Speaker



Daniel Priestley

Daniel Priestley is a successful entrepreneur who's built and sold businesses in Australia, Singapore, and the UK.

Entertainment



Four Poofs & a Piano

Four Poofs and a Piano is everyone's favourite house-band from the BAFTA award winning Friday Night With Jonathan Ross show on BBC1 from 2001 to 2010.



Ambassadors



Shaa Wasmund MBE

Shaa Wasmund MBE is an entrepreneur, public speaker and the author of bestselling books - Stop Talking, Start Doing and Do Less, Get More. In 2015 she was awarded an MBE for 'Services to Business and Entrepreneurship' and was recently named one of the UK's Top 20 Influential Entrepreneurs by The Sunday Times.



Daniel Priestley

Daniel Priestley is the co-founder of Dent Global and a best-selling author of four books, Key Person of Influence, Entrepreneur Revolution, Oversubscribed and 24 Assets.



Heather Townsend

Heather Townsend is a writer, executive coach and international professional speaker, and the author of The FT Guide To Business Networking, The Go-To Expert and co-author of How To Make Partner And Still Have A Life.



Bridget Shine

Bridget Shine is the Chief Executive of the Independent Publishers Guild.



Tony Robinson OBE

Tony Robinson OBE is known in the UK as the Micro Business Champion and is the co-founder, with Tina Boden, of the annual #MicroBizMattersDay. He writes poetry, fiction and business books.

Head Judge



Alison Jones

“I’ve known for some time that the business books category is one of the most exciting in publishing today, but even I wasn’t prepared for the sheer quality and diversity of the books submitted for the inaugural Business Book Awards. It’s been heartening to see superb books written by both established and new authors, and published both by top traditional publishers and the exciting emerging independents in this sector.

Each has been judged on its merits, with regard to both content and production quality.

I’d like to say a personal thanks to all the category judges – all of them eminent names from the worlds of business and publishing – for their rigor and commitment to the process, which made my own job as Head Judge so much easier. And a particular thank you to Lucy McCarraher and Kasim Choudhry for establishing and running the Awards so expertly. It’s been a pleasure and a privilege to be part of the process.

Congratulations not only to the winners, but to all those shortlisted and commended: to have been recognised in a field of this quality is recognition indeed.”

**Alison Jones,
Head Judge, Business Book Awards**

Alison Jones is founder of Practical Inspiration Publishing - helping businesses with something to say create superb books that are deeply integrated with their wider platform. A veteran of the publishing industry, she worked for 25 years with leading companies such as Chambers, Oxford University Press and Macmillan. She was Director of Innovation Strategy at Palgrave Macmillan until she left to set up her pioneering new partnership publishing company in 2014.



Judges

Start-up Inspiration



Emma House

Director of Publisher Relations, The Publishers Association.



Matt Thomas

Content creator and curator, mentor, speaker, author. Business partner of Shaa Wasmund.



John Williams

Founder of The Ideas Lab, author of Screw Work, Break Free and Screw Work, Let's Play.

Self Development



Suzanne Collier

Founder of bookcareers.com, the Careers Guidance and Development Consultancy to the book and publishing industry.



Tom Evans

Author of 13 books. Creator of Mindfulness-based Time Management, host of the Zone Show podcast and Insight Timer app.



Stephanie Hale

Founder/Director, Oxford Literary Consultancy; author of 11 books, including Publishing Secrets Every Author Should Know -- But Most Don't.



Alan Leaman

Chief Executive of the industry body for UK management consulting firms (MCA) since 2008.

Leading The Team



Nadine Dereza

Business Presenter and conference chair, co-author of the 5-star rated Insider Secrets of Public Speaking.



Peter McKay

Chief Executive, The Publishing Training Centre.



Martin Norbury

Business growth advisor, award-winning entrepreneur and author of I Don't Work Fridays.

Judges

Embracing Change



Ginny Carter

The Author Maker. Business book Ghostwriter and Writing Coach.



Scott Keyser

The Writing Guy. Founder, Write For Results; author of Winner Takes All and Rhetorica.



Thomas Power

Thomas has authored seven books since 1998, has spoken at over 1000 conferences in 56 countries and sits on seven Boards of Directors.

Thought Leader



Michelle Pilley

Managing Director and Publisher at Hay House UK Ltd.



Sian Prime

Coach, Facilitator in Innovation and Creative Entrepreneurship, Goldsmiths, University of London.



Carl Reader

Leading expert and advisor to small businesses; columnist and author of The Startup Coach and The Franchising Handbook.

Selling The Dream



Ella Davidson

Founder of The Book Publicist, the leading PR Agency for non-fiction and self-development books.



Andy Lopata

Mentor, trainer and author of three books on networking skills, networking strategy and referral strategy.



Sue Richardson

Owner, SRA Books, publisher of The Authority Guides; writing consultant and speaker.

think
APPRENTICESHIP
think Pathway

Congratulations!

To all the winners
and finalists at



**THE BUSINESS
BOOK AWARDS**



Pathway Group
workforce **development** solutions

There have been big
changes to apprenticeships.
Now is the time to consider
opportunities available
through Apprenticeship
Levy Funding!

**Don't miss out:
Think Apprenticeship,
Think Pathway.**

Email: Safaraz@pathwaygroup.co.uk
www.linkedin.co.uk/in/safaraz

Find us online at: www.pathwaygroup.co.uk
or call 0121 707 0550



/pathwaygroup



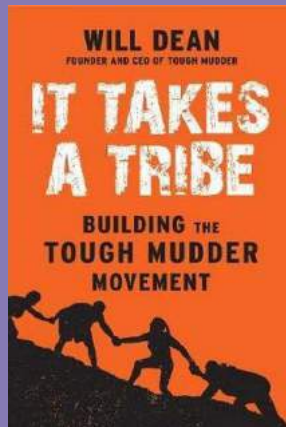
@pathwaygroup



Pathwaygroup

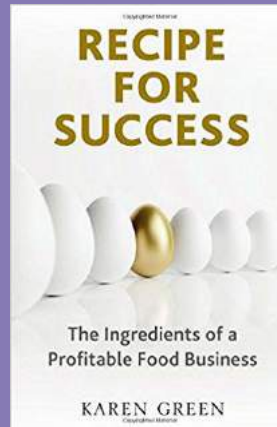
Shortlist

Start-up Inspiration



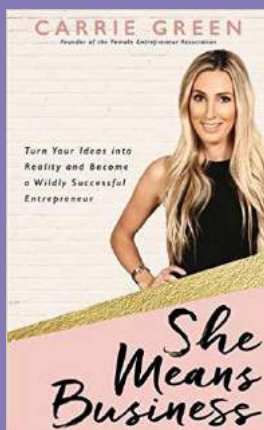
It Takes A Tribe
Will Dean

Portfolio, Penguin Random
House



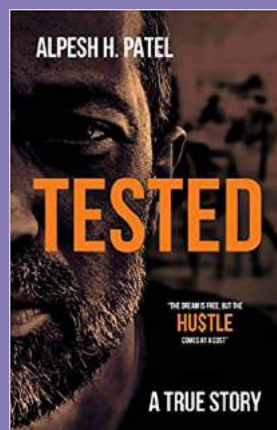
Recipe for Success
Karen Green

Matador



She Means Business
Carrie Green

Hay House Publishers



Tested
Alpesh H. Patel

Peshmode



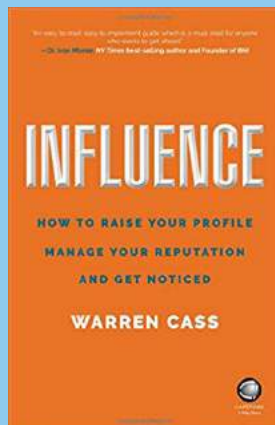
Thrive Don't Just Survive
Karen Ingram

Rethink Press



Shortlist

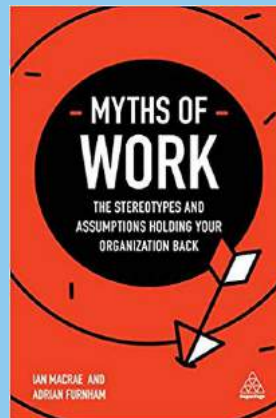
Self Development



Influence

Warren Cass

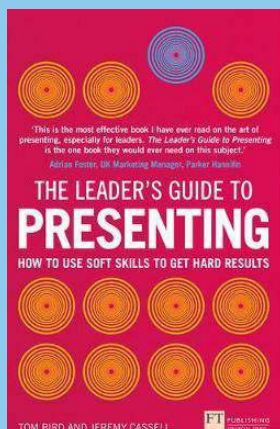
Capstone (Wiley)



Myths of Work

Ian MacRae and Adrian
Furnham

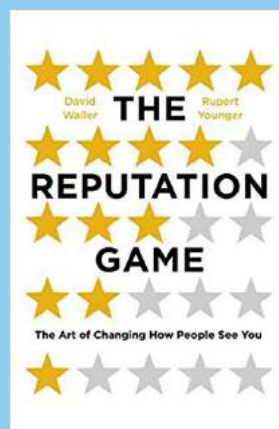
Kogan Page



The Leader's Guide to Presenting

Tom Bird and Jeremy Cassell

Pearson/Financial Times



The Reputation Game

David Waller and Rupert
Younger

Oneworld



The Rules of People

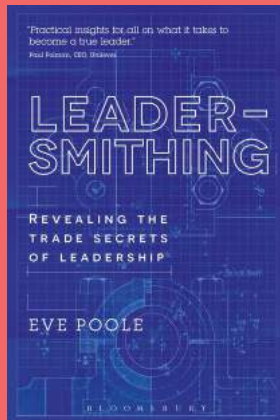
Richard Templar

Pearson



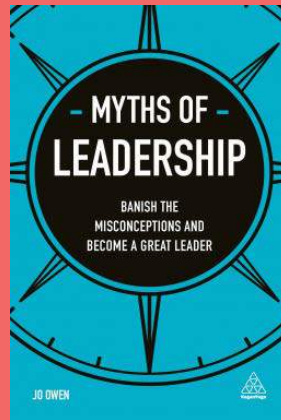
Shortlist

Leading the Team



Leadersmithing
Eve Poole

Bloomsbury Publishing Plc



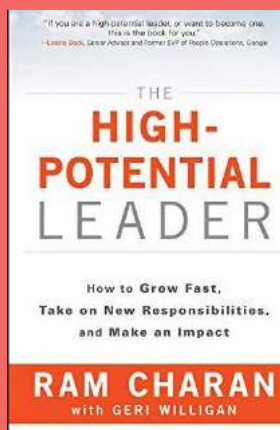
Myths of Leadership
Jo Owen

Kogan Page



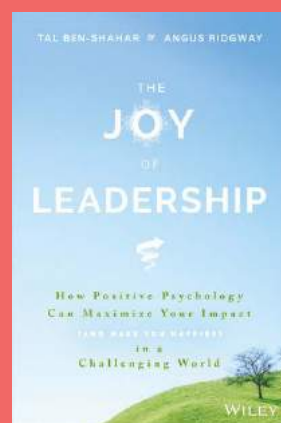
The Change Catalyst
Campbell Macpherson

Wiley



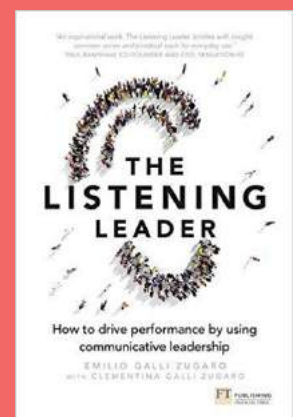
The High-Potential Leader
Ram Charan, with Geri Willigan

Wiley



The Joy of Leadership
Tal Ben-Shahar and Angus Ridgway

Wiley



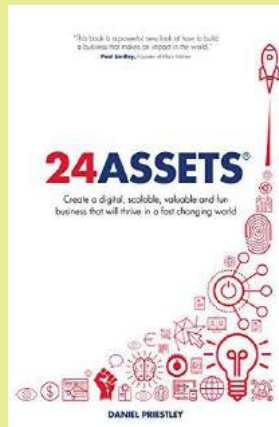
The Listening Leader
Emilio Galli Zugar
Clementina Galli Zugaro

Pearson/Financial Times



Shortlist

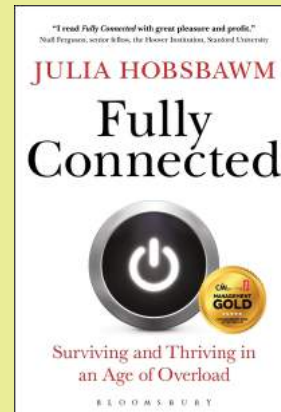
Thought Leader



24 Assets

Daniel Priestley

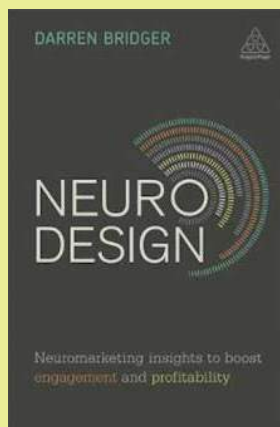
Rethink Press



Fully Connected

Julia Hobsbawm

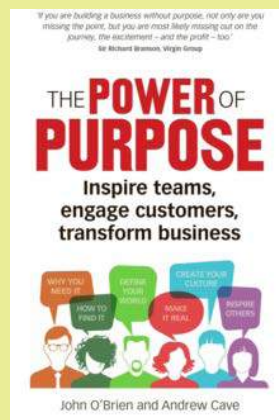
Bloomsbury Publishing Plc



Neuro Design

Darren Bridger

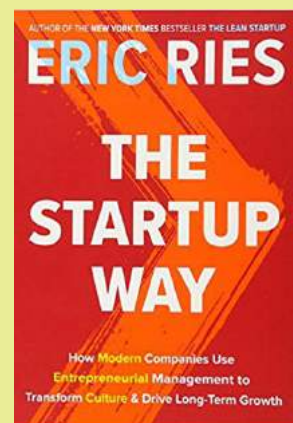
Kogan Page



The Power of Purpose

John O'Brien and Andrew Cave

Pearson



The Startup Way

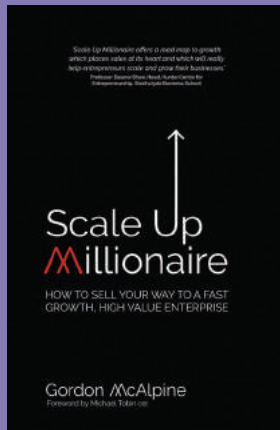
Eric Ries

Portfolio, Penguin Random House



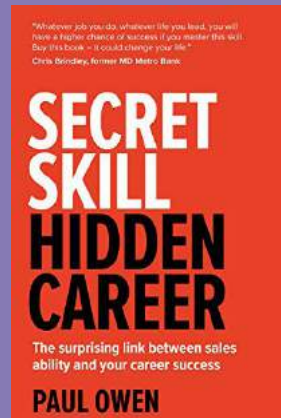
Shortlist

Selling The Dream



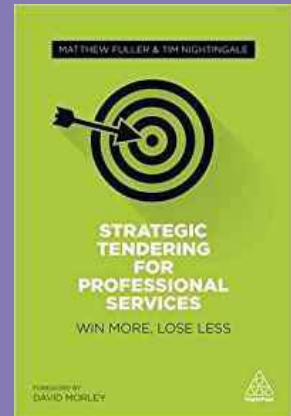
Scale Up Millionaire
Gordon McAlpine

Rethink Press



Secret Skill. Hidden Career
Paul Owen

Rethink Press



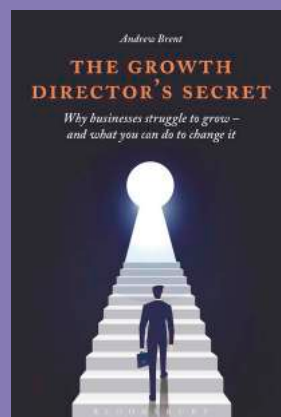
Strategic Tendering For Professional Services
Matthew Fuller and Tim Nightingale

Kogan Page



The Authority Guide to Pitching Your Business
Mel Sherwood

The Authority Guides



The Growth Director's Secret
Andrew Brent

Bloomsbury Publishing Plc



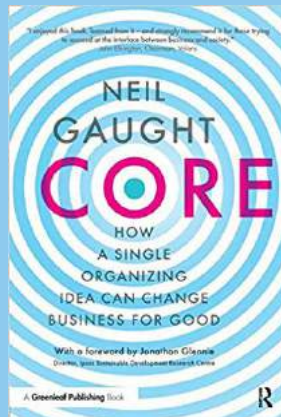
UnBranding
Scott Stratten and Alison Stratten

Wiley



Shortlist

Embracing Change



Core

Neil Gaught

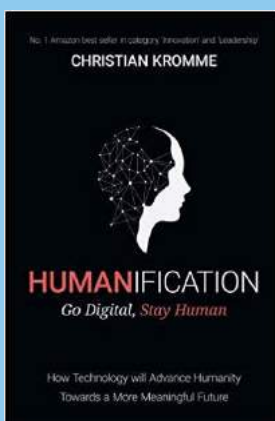
Routledge



Futureproof

Minter Dial and Caleb Storkey

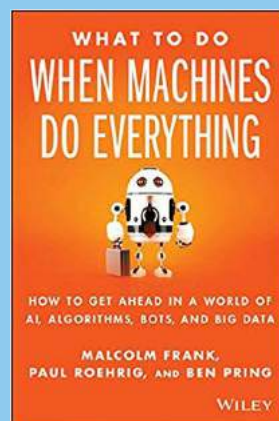
Pearson/Financial Times



Humanification

Christian Kromme

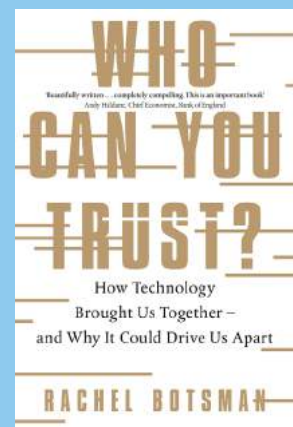
The Choir Press



What To Do When Machines Do Everything

Malcolm Frank, Paul Roehrig and Ben Pring

Wiley



Who Can You Trust

Rachel Botsman

Portfolio, Penguin Random House



Shortlist

Judges' Choice



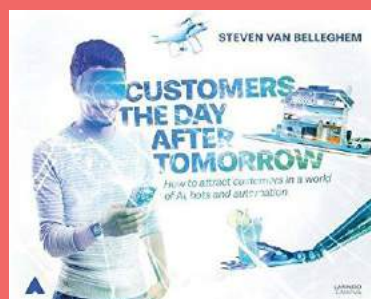
Almost is Not Good Enough
Andrew R Jennings

Self Published



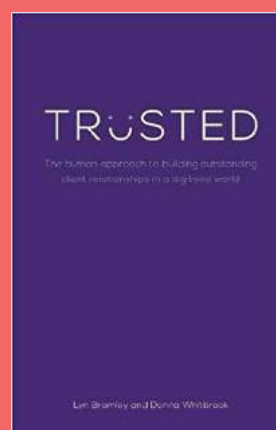
Client Earth
James Thorton and Martin Goodman

Scribe UK



Customers The Day After Tomorrow
Steven van Belleghem

Lannoo



Trusted
Lyn Bromley and Donna Whitbrook

Practical Inspiration
Publishing



FAYE SAVORY

I was working as a Speech and Language Therapist when I was diagnosed with chronic Lyme Disease. It affected my mobility and my everyday life. At its most severe, I couldn't wash, dress or feed myself. It was frightening. It cost me my job, and my personal, physical and financial independence.

I kept my mind active by blogging and, when I was up to it, I also made jewellery which I sold online and donated the profits to chronic illness charities. Then a friend sent me a care package and it sparked an idea for a business.

Knowing that people are thinking of you is so important when you're ill, down, or far away, so I decided to make and sell 'hug in a box' gift hampers. I joined the Enterprise programme and used a Will It Work grant to market-test and prototype my idea.

I made 25 prototypes and sold 24 in three weeks. I was ecstatic. I launched my business - *BearHugs* - and sold more than 3,000 in 18 months. I also forged a philanthropic partnership with the charity *Post Pals* and now offer part-time flexible working opportunities to people with chronic illnesses.

What The Prince's Trust has done for me is invaluable. They've given me purpose and have helped me turn my idea into a life-changing reality.



WHAT THE PRINCE'S TRUST HAS DONE FOR ME IS INVALUABLE.

Together we can
save young lives:
visit princes-trust.org.uk
or call 0800 842 842



Delegates

Table 1 - Judges

Nadine Dereza - Host/Judge
Simon De Cintra - Host
Ian Hawkins
Alan Leaman - Judge / MCA
Scott Keyser - Judge / Write for Results
Andy Lopata - Judge / H & A Lopata
John Williams - Judge / The Ideas Lab
Ella Davidson - Judge / The Book Publicist
Ginny Carter - Judge / The Author Maker
Suzanne Collier - Judge / BookCareers.com

Table 2 - Dent Global

Daniel Priestley - Dent Global
Martin Norbury - Judge / Dent Global
Thomas Power - Judge / 9 Spokes
Penny Power OBE - The Business Café
Gordon Mcalpine - *Scale Up Millionaire*
Sian Prime - Judge / Goldsmiths UOL
Emma House - Judge / The Publishers Association
Sapna Pieroux - InnerVisions ID
Jamie Summers - The Skills Farm
Antoinette Oglethorpe

Table 3 - Shaa Wasmund

Shaa Wasmund MBE
Matt Thomas
Neil Jordan
Katie Sutton
Carly Foster
Jay K. Frederick
May Ling Thomas
Katie De Souza
Gareth Stubbs
Andy Moss

Table 4 - Michael Serwa

Michael Serwa
Rachel Baws
Parul Bavishi
Emily Turgoose
Louisa Killeen
Shilpa Reddy
Declan Quilligan
Michael Martins
Steve Rowbotham
Matt Bradley

Table 5 - Rethink Press

Lucy McCarraher - Rethink Press
Richard McCarraher - Rethink Press
Joe Gregory - Rethink Press
Julie Gregory - Rethink Press
Verity Ridgman - Rethink Press
Mike Elliston - Rethink Press
Anke Uerberberg - Rethink Press
Roger Waltham - Rethink Press
Karen Ingram - *Thrive Don't Just Survive*
Paul Owen - *Secret Skill. Hidden Career*

Table 6 - Pathway Group

Safaraz Ali - Pathway Group
Eddie Cottis - Pathway Group
Moe Nawaz
Abid Khan - Riverdale Insurance
Mike Gardner - ThinkFest/The Time Doctor
Wendy Gardner
Ninder Johal - Nachural Events
Narinder Johal - Nachural Events
Charles Brant - Chamber of Commerce
James White - The Apprentice Winner 2017

Table 7 - SRA Books / Practical Inspiration

Sue Richardson - Judge / SRA Books
Paul East - SRA Books
Mel Sherwood - *The Authority Guide to Pitching*
Alison Jones - Head Judge / Practical Inspiration
Tim Kilmartin - Practical Inspiration
Lyn Bromley - *Trusted*
Donna Whitbrook - *Trusted*
Tom Evans - Judge / The Bookwright
Peter McKay - Judge . The Publishing Training Centre
Sheila O'Reilly

Table 8 - Bloomsbury Publishing

Ian Hallsworth – Bloomsbury
Emily Bedford – Bloomsbury
Rachel Nicholson – Bloomsbury
Vafa Payman – Bloomsbury
Andy Brent – *The Growth Director's Secret*
Ruth Brent
Eve Poole – *Leadersmithing*
Ann O'Brien – Deloitte
Bloomsbury Guest
Bloomsbury Guest



Table 9 - Neil Gaught & Associates

Neil Gaught - *Core*
Rebecca Marsh
Richard Kennedy
Mark Ward
Peter Gilheany
Amanda Powell-Smith
Benoit Beauflis
Moniek Tersmette
Dirk Van Der Beek
Jackie Tearne

Table 10 - One World Pub / Andrew Jennings

Alex Christofi - One World Publishing
Alexandra Frea - One World Publishing
David Waller - *The Reputation Game*
Rupert Younger - *The Reputation Game*
Catherine Younger
Andrew Jennings - *Almost Is Not Good Enough*
Teena Lyons
Hannah Channing
Joanna Becker
AJ Guest

Table 11 - Lannoo / Penguin

Niels Janssens - Lannoo
Liesbeth Michiels - Lannoo
Steven van Belleghem - *Customers The Day After Tomorrow*
Evi Seymourtier
Martina O'Sullivan - Penguin
Lydia Yadi - Penguin
Will Dean - *It Takes A Tribe*
Katie Dean
Alpesh Patel - *Tested*
Rene Roberts Patel

Table 12 - Kogan Page/Scribe

Alison Middle - Kogan Page
Chris Cudmore - Kogan Page
Darren Bridger - *Neuro Design*
Anett Kraszujak - *Neuro Design*
Tim Nightingale - *Strategic Tendering*
Matthew Fuller - *Strategic Tendering*
Molly Sight - Scribe
Sarah BrayBrooke - Scribe
James Thornton - *Client Earth*
Martin Goodman - *Client Earth*

Table 13 - S&S Social Media

Manoj Sangany - S&S Social Media
Sid Singh - Dpohh
Nathan Costley - Tax Shavings
Bart Dalton - Bart Dalton Consulting
Julian Thomas - GB Athlete
Karmin Meckael - Sales & Transformation Coach
Simone Vincenzi - Gtex
Aneel Yasin - Smoor App
Imran Ahmad - Smoor App
Harun Rabbani - Harun Rabbani

Table 14 - Pearson/Wiley

Campbell Macpherson - *The Change Catalyst*
Charlie Macpherson
Eloise Cook - Pearson
Antje King - Pearson
Tom Bird - *The Leaders's Guide To Presenting*
Jeremy Cassell - *The Leader's Guide to Presenting*
Caleb Storkey - *Futureproof*
Kerry Storkey
Karen Green - *Recipe for Success*
Simon Barry - Faster Capital

Table 15 - The Prince's Trust

Elen Thorne - The Prince's Trust
Isabelle King - The Prince's Trust
Ben Galpin - The Prince's Trust
Tony Jeton Selimi - TJS Cognition
Dr Todorche Stamenov
Joel Van der Molen - Vandercom
Joshua Tatiah - Vandercom
Joy Zarine

Table 16

Ketan Makwana - Enterprise Lab
Supriyo Chaudhuri - Education Cloud
Jim Reilly - Sales & Marketing Support Ltd
Luke Scott - LS Success
Jack Smith - Isagenix
George Tritton-Price - Expert Freedom
Arunas Noreika - ARNO Digital
Mike Allen





 We wish all
participants great
success in the
inaugural **Business**
Book Awards 



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www.famouspublicity.com

Why Journalists like Authors



Tina Fotherby Founder of Famous Publicity

Tina Fotherby from Famous Publicity reminds us about the added value that a business book delivers.

There are many reasons why authors write books and one of the added benefits is that it can increase awareness of an author and their business.

We know that literary editors on national newspapers are inundated with books to review, so when you want to get your book noticed, you may be well advised to avoid these specialists.

Instead, your book will include significant messages that are relevant to the target audiences and it is these people you can reach through publicity in newspapers, magazines, TV, radio and digital channels. It's worth reminding ourselves of the five key reasons that journalists like authors.

1. If you've published a book you have authority. If there is one main business reason for you to write a non-fiction book, it to be regarded as a trusted source. Journalists look for expert input into their stories and what better than someone who has gone to great lengths to share their views with others through a book?

2. You've demonstrated your staying power. To reach the point of having a book published shows your organisational skills and stamina. Also, journalists work with words every day and value the craft of making copy interesting. Your writing ability is well appreciated by the media expert who spends a lot of time themselves crafting words.

3. A book is a source of excellent copy. Journalists look for well-written copy and the structure of a non-fiction book may be perfect for reproduction in a specialist magazine. Each chapter of your book could be used as a feature article.

4. A new book is an event. We have an insatiable appetite for new things. It's a journalist's job to look at what is new, rather than what's gone before.

5. Your book demonstrates your passion. So, a TV producer has a choice of two people to come on to a programme and they are both very similar, but one has recently published a book on the subject matter. We know who is going to get called first.

If you'd like to know more about how to promote your book to the media, please speak to Tina Fotherby, Adam Betteridge or Mary-Jane Rose from Famous Publicity and we would be delighted to assist. We will provide a free media contacts list to anyone who emails us and quotes the Business Book Awards. Please contact Mary-Jane@famouspublicity.com or call 0333 344 2341.



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Simply great networking

Pathway2grow is a multi-level business networking community that network, learn & grow. Our network is spread over Facebook, LinkedIn, Twitter and Whatsapp. We also host regular networking events across the country.

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Event Organised by



Recognised for hosting 'Simply Great Events', we at ThinkFest are an awards and events management organiser with a difference, operating in niche specialist areas, and having a collaborative approach to working.

With over 13 years' experience in the industry, we pride ourselves on true partnership working with an understanding of the 'end in mind'. We do take things personally and of course offer professionalism, quality, and credibility at the heart of what we do as well as an innovative approach.

Currently, our team operates four annual awards: the Asian Apprenticeship Awards, the Adoption and Foster Care Awards, the Intrapreneur Awards, and the Business Book Awards. We also operate one of the fastest growing business networking brands, Pathway2Grow, and run the 'Coffee and Natter', 'Chutney and Chat', 'Samosa Saturday' and 'Peer Meetup' formats, which host over 100 successful events a year for business owners and professionals to 'network, learn and grow'.

We believe that Awards are the single most effective means of inspiring excellence and sharing best practice as well as creating

more opportunities for those involved.

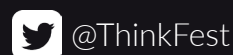
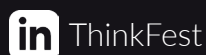
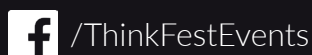
We want to expand our reach and will consider other market areas if the vision meets our values and we can add value.

We pride ourselves on professionalism and the ability to provide the best quality service. Unlike many of our competitors in the awards industry, there are no fees for the judges. We believe credibility is the most important element of our organisation and this is difficult to maintain where there is an exchange of money.

We are seeking conversations with:

- Experts, Thought Leaders and Influencers interested in supporting our events as a Judge or Ambassador
- Commercial teams such as media, marketing and communications where we can discuss sponsorship packages individual to specific corporate agendas for increased and strategic exposure
- Results-oriented individuals looking to develop a new concept for a B2B event that has a basis for differentiation and where there is potential for growth

Find us online at www.thinkfest.co.uk or contact Kasim Choudhry (Creative Director) on 07825 751 635 if you wish to get involved in any way.





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