

## And the winner is ... The Change Catalyst!

2018 Business Book Awards.

The transcript of the speech announcing the winner of the 2018 Business Book of the Year given by Alison Jones, Head Judge:

Friday 16 March 2018. Grange City Hotel London.

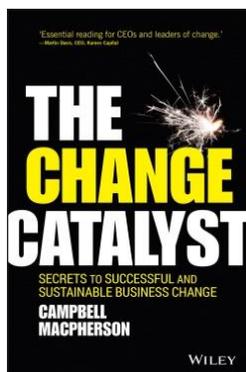
*"In the end, it wasn't so hard to select the overall winner: I found myself in agreement with the marks submitted by the judges. The title we have jointly selected as Business Book of the Year wins because it is uniformly superb across a number of different criteria.*

- *First, the topic it deals with really matters. This is a book that frankly absolutely anyone in business today should read.*
- *Second, it's saying something original. Yes, the issue has been dealt with before, but the author brings new insights and a fresh way of looking at things that change the way you see it.*
- *Third, the writing is clear, clean, direct and simply beautiful. I found myself stopping and re-reading paragraphs just for the sheer pleasure of it.*
- *And finally, the quality of production is superb: the thought that's gone into the page design particularly and the paper and bind quality all do the book justice.*

*I'm delighted to announce that the winner of the 2018 Business Book of the Year Award is The Change Catalyst by Campbell Macpherson."*



Alison Jones is a 25+ year veteran of the publishing industry having worked with leading companies such as Chambers, Oxford University Press and Macmillan. She was Director of Innovation Strategy at Palgrave Macmillan and left to set up Practical Inspiration Publishing to help businesses with something to say create superb books that are deeply integrated with their wider communications and business strategy. [alison@alisonjones.com](mailto:alison@alisonjones.com)



### The Change Catalyst secrets to successful and sustainable change

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