

ABOUT PENNY

Between 1969 and 1974 I worked as an editor for technical and specialist publications covering health, engineering, printing, occupational safety and health, electrical contracting and retailing. In 1973 I was appointed Editor of Media International – the European Journal for Planners of International Advertising.

From 1977 to 1987 I worked as a freelance socio-economic writer specialising in exporting, writing feature articles and preparing special supplements on individual Gulf States for such publications as *Export Times*, the *Wall Street Journal*, the *International Herald Tribune* and numerous leading English, Arabic and German magazines. I was also a regular correspondent and contributor to the **Chartered Institute of Purchasing & Supply** on quality from inception through BS 5750 and ISO 9000.

In 1986 I set up **Manual Writers International** as a niche publishing consultancy specialising in authoring, editing and publishing **Operational** and **Customer Service Manuals** for a wide range of businesses – from multi-nationals to SMEs – working with developing networks and those who are setting up or franchising a business for the first time.

Manual Writers International is a past winner of the Parcellforce (London) Regional Business Award for 'Outstanding Quality' and runner up of the Parcellforce National Business Award. I am also a past winner of the Kensington & Chelsea Chamber of Commerce Small Business Award.

Other clients include:

Lloyd's of London
Champneys
Bang & Olufsen SA
Chadwick House Group Limited (CIEH)
Guinness Enterprises / Guinness UDV
Hi-Q Tyreservices (Goodyear)
O'Brien's Irish Sandwich Bars
Prontaprint plc
Sears Group (Wallis & Adams)
Unigate Dairies Ltd
United Distillers (Johnnie Walker)
Wagamama