

**8 February, 2007**  
**For immediate release.**

## **First book by Local Authors – The Sound of Storensay**

Husband and wife team Peter and Lucie Wise, best known for being the joint Directors of Minuteman Press in Bedminster, Bristol have teamed up once again, but this time as authors.

Peter and Lucie have written a marketing book entitled ‘The Sound of Storensay’. A text written in the most unusual style; as a charming children’s story following the adventures of a group of young friends known as the Puffins.

The unconventional approach has been chosen to increase knowledge retention whilst maintaining a high level of concentration. The reader will find that this business text is like none other previously read.

The authors advise that The Sound of Storensay offers an intriguing whilst easy to understand route to writing comprehensive marketing plans. Complex theory is consolidated and established principles explained in worked-through simple to follow examples.

“Our objective was to provide one book, which can be read and understood in several sittings, that will reveal how to write world class Marketing Plans with no previous experience” Peter Wise commented.

Lucie added “We noticed a pattern in the volume of requests we were receiving for guidance on the creation of marketing plans. In trawling books currently available, we identified an absence of comprehensive texts that were easy to read, affordable and consolidated established and contemporary theory”.

The book also has a website at [www.storensay.com](http://www.storensay.com) which brings the fictitious isle to life and provides further insight into the six years of research that was required to write The Sound of Storensay.

The original research undertaken in the preparation for the writing of The Sound of Storensay was recognised at the end of last year by the Royal Geographical Society who conferred a Fellowship on Peter.

The book is available in all good bookshops and online as of today.  
ISBN - 1905200595  
£7.99

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