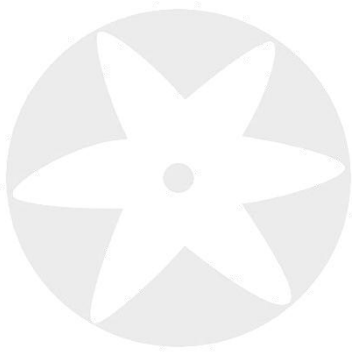


# Words Worth Reading Ltd

JULY 2010 ISSUE 19

---



## Hello,

It has been a hectic month for all of us here at Words Worth Reading Ltd. Holiday season has descended upon us and sitting in the office whilst it is wonderfully sunny outside sometimes seems like a chore. Nonetheless busyness can be exciting! Our website is gradually evolving and we have some new illustrations up on our homepage to reflect our growing design expertise and drive. Any comments or suggestions on our gradual rebranding are always welcome.

---



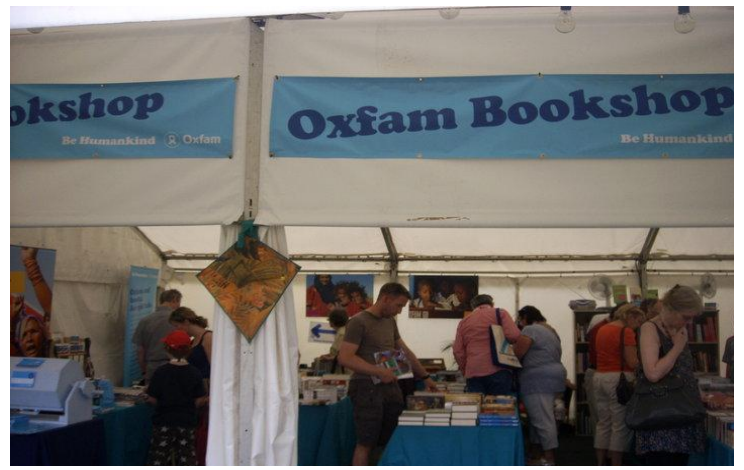
## Job Seekers

Word on the recruitment street (if such a thing exists) is that interviews across industries are getting tougher, with a greater emphasis on what individuals can 'do' for the company they are applying to work with. To support, WWRL have increased the number of interview related articles in our resource centre, and we offer a range of services to support interview preparation, including the [downloadable interview pack](#) for just £7!

---

## In Other News...

- for small to medium sized businesses who are looking at writing or rewriting their policy documents, check out our expanding downloadable policy template library in the [business section](#) of our site
- our latest ghost written book to hit the shelves- For All - Our Tomorrows by Reginald Haynes, will be out in August, <http://www.asisbest.info/>
- we are currently working with a number of health care providers, supporting them to fulfil their Information Governance and Care Quality Commission registration requirements. For more information please contact one of our team using the details listed below.



**Hay Festival report-** Josie trotted off to the Hay Festival in Wales to see what was what in the world of books.

The Guardian's Hay festival is renowned for being the Holy Grail of the British literary festival. It certainly is swamped by media coverage and a wealth of people willing to descend upon the small town of Hay-on-Wye. Having never been before I thought I would go and see what all the fuss was about, so early on the first Saturday of June I went sauntering down the M4 for the Hay Festival's last weekend.

From the outside the festival looks like some overblown marquees in a field with a few limp silk flags. However, once inside, I was quite taken aback by the amount of people in such a small space. After wandering around the stalls and bookshops for an hour or so I was feeling a little disheartened. I wasn't getting the excitement of literature that I expected to wash over me as soon as I entered. Speaking to a retired advertising and marketing manager I asked him if he thought this was all a bit contrived. After laughing (at what I presume was my naivety) he said that of course this was all contrived (we were sitting in deckchairs comparing free samples of ethically sourced coffee at the time) but what mattered was the quality of the speakers and their ideas.

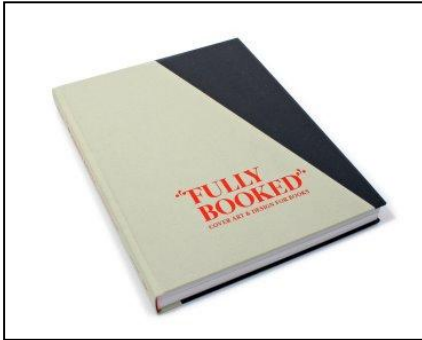
After seeing Mark Kermode (the film critic, who was both more funny and charming on stage than he is on the radio), I went to see Yann Martel (famed for writing *The Life of Pi*) who was speaking on the Guardian stage about his new novel *Beatrice and Virgil* and the nature of human cruelty. The essence of his argument was that the taboo surrounding the approach to the holocaust means that there are not enough artistic interpretations of it and this in turn limits our response. History needs different perspectives and conflicting views in order for the truth to emerge. You may not agree with one response but this does not render it invalid ('Silence is not useful' to anybody). Martel did not come across as warm or dynamic but I enjoyed and agreed with his ideas on the interpretation of history. His talk also worked in the marketing sense: I bought *The Life of Pi*.

The crime writer Val McDermid spoke to Marcel Berlins about her writing, morality and the crime novel. This wasn't an event I had planned to go to and I haven't even read one of her novels but I thought I would go along anyway. Her audience had a very noticeable demographic of 'nice old ladies' (as one audience member put it) which was curious given the violence contained within her novels. McDermid was both amiable and interesting- a nice way to start my Sunday morning.

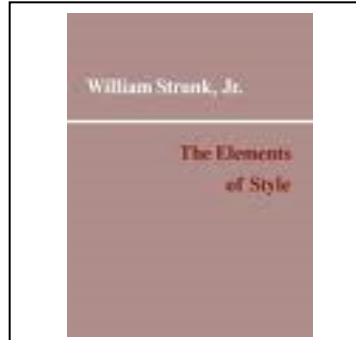
I finished Sunday by going to see two art history talks. The first was an investigation on the drama of the self-portrait by the *Observer* art critic Laura Cumming. This was pleasant, mildly funny and quite instructive to someone like me who knows little about art history. The second was the Story of Graphic Design, a talk by Patrick Cramsie. Cramsie seemed a little nervous and although the talk was good, it wasn't as revolutionary as I had hoped.

I will definitely attend Hay next year but I will go with a different attitude. Hay festival needs to be absorbed for a longer period of time and you need to see as varied a range of events as possible to try and dig out the ideas and immerse yourself. It will still be commercialised and most speakers will probably still be trying to plug their new book subtly but this facilitates the magnificence of learning something new and speaking to people who get as excited about books as you do. I suppose this is what the Hay festival really is all about: the ideas and the literature are the core, surrounded by the slightly woolly and commercialised presence. An irritating necessity for an excellent event.

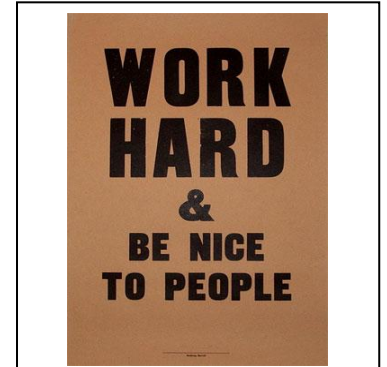
## Things that we like this month



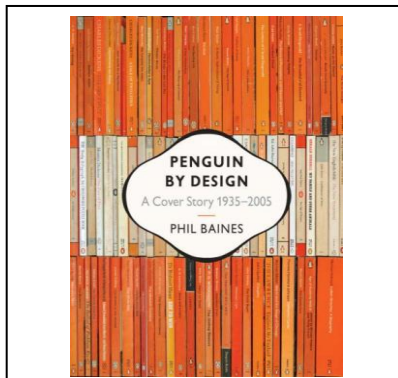
**Fully Booked-** The renaissance of the book!



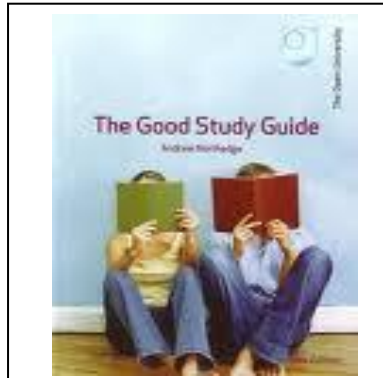
**The Elements of Style-** Handy pocket book on concise and clear writing.



An excellent print from the designer and illustrator Anthony Burrill.



**Penguin By Design-** A look at the development of Penguin book covers over the years.



A lovely guide on how to study- especially for distance learners.



**The Art of Looking Sideways-** A nice book to dip into for some creative inspiration.



### Contact Us:

If you wish to find out more about the services we offer or want to get in touch with us about anything then please do not hesitate to contact us in any of the following ways:

Email: [enquiries@wordsworthreading.co.uk](mailto:enquiries@wordsworthreading.co.uk)

Tel: 01245 707580

Fax: 01245 707401

Post: Words Worth Reading Ltd,  
4<sup>th</sup> Floor, Victoria House,  
Victoria Road,  
Chelmsford,  
Essex, CM1 1JR