

11TH ANNUAL

# AXIOM BUSINESS BOOK AWARDS

The 2018 Axiom Business Book Awards, now accepting entries in 22 business categories, are designed to honor the year's best business books and their authors and publishers. The eleventh annual Axiom Business Book Awards program entry period opens in May and runs through January 12, 2018. Books with 2016-2018 copyrights or with release dates between May 2016 and January 2018 are eligible. The contest is presented by Jenkins Group, a Michigan-based book publishing and marketing services company that has operated the popular Independent Publisher Book Awards contest since 1996.

The Axiom Business Book Awards are intended to bring increased recognition to exemplary business books and their creators, with the understanding that business people are a very well-read and informed segment of the population, eager to learn about great new books that will inspire and inform them, and help them improve their careers and businesses.

The Axiom Awards recognize books in a wide range of categories, from Leadership to International Business. The list of categories includes books intended for professionals (Business Ethics); for general consumers (Personal Finance); books about business people (Memoir/Biography); and books meant to motivate and entertain (Business Fable).

In order to encourage participation and early entries, the contest kicks off with an economical early-bird entry fee of just \$75 per title, good until July 22, 2017.

"We think business books are a very exciting part of publishing today, critical to helping businesses and individuals get our economy back on track," says company founder Jerrold Jenkins. "Because business people are always looking for new ideas and solutions to their problems, business book authors and publishers fill a niche by creating informative and innovative books."

"Today's well-informed business leaders keep up on trends and ground-breaking ideas through reading, and our Axiom Awards will bring a very valuable list of winning book titles to readers looking for cutting-edge ideas and advice," says Jenkins. "These awards are meant to bring great books and great business people together."

To learn more about the Axiom Business Book Awards visit [www.AxiomAwards.com](http://www.AxiomAwards.com) or contact Jim Barnes, Awards Director: [jimb@bookpublishing.com](mailto:jimb@bookpublishing.com); 1.800.644.0133 x1011. To contact founder Jerrold R. Jenkins, email him at [jjrj@bookpublishing.com](mailto:jjrj@bookpublishing.com).

Jenkins Group has been involved in book packaging, marketing and distribution since 1988. Visit their website at [www.BookPublishing.com](http://www.BookPublishing.com).

# 2018 AXIOM AWARDS GUIDELINES

## WHO MAY ENTER

Authors and publishers throughout North America and overseas publishers, regardless of size, who publish English-language books intended for the American market, may enter. Self-published authors and authors whose publishers decline to participate may enter their books themselves.

## ELIGIBILITY

Books that are published with a 2016-2018 copyright or released between May 2016 and January 2018 are eligible.

## HOW TO SUBMIT

Submission for more than one category is acceptable, but an entry fee is charged for each category entered. Please submit TWO copies of the title for each category entered. For example, when you enter a title into two categories, please pay for two entries and send us four books. No press kits, reviews, bookmarks, etc. Judges see the book only.

## ENTRY FEE SCHEDULE

To encourage early entries, we offer reduced fees on the following schedule:

Early-bird entry #1 –	Open Date – July 22, 2017	\$75 per title, per category
Early-bird entry #2 –	July 23, 2017 – October 21, 2017	\$85 per title, per category
Regular entry –	October 22, 2017 – January 12, 2018	\$95 per title, per category

## PAYMENT

We encourage registration at our convenient online entry site:

[https://secure.independentpublisher.com/cart/index.php?process=product\\_detail&product\\_id=6](https://secure.independentpublisher.com/cart/index.php?process=product_detail&product_id=6)

At the end of the online registration process, print out a registration receipt and include it in the package with the books. To enter and pay by check, print out the entry form below and include the check in the package. Please combine multiple entry fees into one check payment amount. (Due to changing bank policies, we no longer accept checks from banks outside the U.S., and require individuals or businesses outside the U.S. to pay by credit card, cashier's check or money order. PayPal payments can also be arranged by request.

Remember, each category entered requires a fee, and when entering a title into more than one category, please send two copies of the book for each category entered. Again, please combine multiple fees into one payment.

All books entered become the physical property of Jenkins Group and will eventually be donated to local libraries and charities.

## JUDGING PROCESS

Judging will be based on content, originality, design, and production quality, with emphasis on innovation and creativity. Our judging panel includes experts from the fields of editing, design, reviewing, bookselling and library. Three to five medalists per category will be named on about February 8, 2018.

## DEADLINE

All entries must be postmarked by January 12, 2018. We will confirm your entry via email.

## AWARDS AND RECOGNITION

Gold, silver, and bronze medals will be awarded in each category. Each medalist will also receive a personalized certificate and 20 foil Axiom Award seals.

# 2018 AXIOM AWARDS CATEGORIES

1. Business Theory
2. Business Commentary
3. Economics
4. Career (job search, career advancement)
5. Sales (sales skills, negotiating, closing)
6. Leadership
7. Networking (social media, communication skills, etc.)
8. Business Ethics
9. Operations Management / Lean / Continuous Improvement
10. Human Resources / Employee Training
11. Entrepreneurship / Small Business
12. Philanthropy / Nonprofit / Sustainability
13. International Business / Globalization
14. Personal Finance / Retirement Planning / Investing
15. Business Technology
16. Women / Minorities in Business
17. Success / Motivation / Coaching
18. Advertising / Marketing / PR / Event Planning
19. Corporate History / Milestone
20. Business Reference (legal, how-to)
21. Memoir / Biography
22. Business Fable

## FREQUENTLY ASKED QUESTIONS

### **Who enters the Axiom Awards?**

All publishers are eligible, ranging from large multi-title publishing houses to small one-title publishers. The contest is open to publishers throughout North America and overseas publishers who publish English-language books intended for the American market. Print-On-Demand and other independent authors are welcome to enter their books themselves.

### **Are awards programs worth the money and effort?**

Entering your titles in an awards program does take time, money, and effort, but the potential payoffs include wider exposure and credibility that lead to increased book sales, plus the added value of personal satisfaction and prestige. Awards are a great morale boost for all those involved, and they influence reviewers and buyers. The gold seal prominently placed on the book cover often captures the buyer's attention and leads to higher sales. Many of the winners in our Independent Publisher Book Awards contest continually reorder stickers for their new print runs, and those shiny seals on the cover help the books to keep on selling.

### **What sets the Axiom Awards apart?**

The Axiom Awards are 100% dedicated to identifying the best business books published each year for the North American market. The Axiom Awards are the only U.S.-based award contest focused solely on business books. Gold, silver and bronze medal-winners appear for an entire year at [www.AxiomAwards.com](http://www.AxiomAwards.com). Winners will also be featured in [www.IndependentPublisher.com](http://www.IndependentPublisher.com) and highlighted prominently in our monthly newsletter, which goes out to more than 20,000 subscribers worldwide, many of whom are agents, buyers, and librarians.

# 2018 AXIOM AWARDS ENTRY FORM

When paying by check, please include this form with your entry, preferably folded and inserted inside the front cover.

## TITLE INFO:

\_\_\_\_\_

Title

\_\_\_\_\_

Author

\_\_\_\_\_

Publisher Name (as you'd like it to appear in results listing and publicity)

\_\_\_\_\_

Category(s) Entered (You may list multiple categories, but don't forget to pay the fee and send two books for each category entered)

PLEASE REMEMBER TO SUBMIT TWO COPIES OF BOOK FOR EACH CATEGORY ENTERED!

Open date until July 22, 2017 \_\_\_\_\_ @ \$ 75 = \_\_\_\_\_ (These are postmark deadlines.)

July 23, 2017 until October 21, 2017 \_\_\_\_\_ @ \$ 85 = \_\_\_\_\_

October 22, 2017 until January 12, 2018 \_\_\_\_\_ @ \$ 95 = \_\_\_\_\_ Total Amount Enclosed \_\_\_\_\_

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Email Address

\_\_\_\_\_

Company / Publisher (for mailing purposes)

\_\_\_\_\_

Mailing Address

\_\_\_\_\_

City, State, Postal Code, Country

\_\_\_\_\_

Telephone

## PAYMENT METHOD

- U.S. Check
- Cashier's Check or Money Order in U.S. funds

To enter online and pay by credit card, visit:  
[www.AxiomAwards.com](http://www.AxiomAwards.com)

## HOW TO SEND

Ship books with entry fee(s) and entry form(s) to:

Axiom Awards 2018  
1129 Woodmere Ave – Suite B  
Traverse City, MI 49686