



## Jenkins Group Launches 1st Annual AXIOM Business Book Awards

*"Recognizing and promoting the world's best business titles."*

Traverse City, MI - July 19, 2007 – Jenkins Group Inc. announces the launch of the first annual, **2008 Axiom Business Book Awards**, designed to honor the year's best business books and their authors and publishers. The new book awards program will accept entries until November 30, 2007 for books with 2006 or 2007 copyrights or that were released in 2006 or 2007. The new 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 new awards program will recognize books in a wide range of categories, 26 in all, from Salesmanship to Personal Finance and Entrepreneurship to Philanthropy. The list includes categories of books intended for professionals (International Business/Globalization); for general consumers (Retirement Planning); books about business people (Memoir/Biography); and books meant to motivate and entertain (Business Fable - Fiction).

"We're impressed by the current explosion of new business titles onto the market from around the world," says company founder Jerrold Jenkins. "There are many more offerings and more styles of books and topics covered, from international business to personal finance. We feel our new Axiom Awards will bring a very valuable list of winning book titles to readers looking for cutting-edge ideas and advice."

"With so many large companies currently downsizing, there's a more entrepreneurial climate in the business world today," says Jenkins. "All kinds of new enterprises are being created by some very talented people, and they keep up on the latest trends and new ideas through reading. 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: [info@axiomawards.com](mailto:info@axiomawards.com) ; 1.800.644.0133 x1011. To contact founder Jerrold R. Jenkins, email him at [jrj@bookpublishing.com](mailto:jrj@bookpublishing.com).

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

# AXIOM BUSINESS BOOK AWARDS 2008 CONTEST GUIDELINES

## **Who May Enter**

Authors and publishers throughout North America and overseas publishers who publish English-language books intended for the American market may enter. Print-On-Demand and other independent authors are welcome to enter their books themselves.

## **Eligibility**

Books that are published with a 2006 or 2007 copyright or that were released in 2006 or 2007 are eligible. Publishers are to select the category or categories in which the book(s) should be judged.

Submission for more than one category is acceptable. **Submit *TWO* copies of the title per category.** For example, when you enter a title into two categories, please send us four books. All books entered become the physical property of Jenkins Group Inc. and will eventually be donated to local libraries and charities.

**Entry Fees** (per title, per category – “Early-bird” entry deadline is meant to encourage early entries.)

*Early-Bird Entry* - *postmarked by October 15: \$125*

*Regular Entry* - *postmarked after October 15: \$145*

Please include completed entry form and check/credit card info, or online registration receipt in the same package as the books. When entering a title into more than one category, please send one copy of the book for each category entered.

## **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 semi-finalists per category will be named on about February 15th; final results to be announced March 15, 2008.

## **Deadline**

All entries must be postmarked by November 30, 2007. We will confirm your entry via email.

## **Awards and Recognition**

Gold, silver, and bronze medals will be awarded in each category.

**For more information contact:**

**Jim Barnes, Awards Director**  
**1.800.706.4636 x1011**  
[info@axiomawards.com](mailto:info@axiomawards.com)

**Convenient, secure, online registration available at:**  
**<http://www.axiomawards.com/entry.php>**

## 2008 AXIOM BUSINESS BOOK AWARDS CATEGORIES

1. **Career** (job search, career advancement)
2. **Sales** (sales skills, negotiating, closing)
3. **Leadership**
4. **Communication Skills/Networking**
5. **Business Ethics**
6. **Operations Management/Productivity/TQM**
7. **Human Resources/Employee Training**
8. **Entrepreneurship**
9. **Philanthropy/Charity/Nonprofit**
10. **Accounting/Taxes**
11. **Economics** (micro, macro, global finance)
12. **Personal Finance** (estate planning, debt management)
13. **Investing** (stocks, bonds, hedge funds, options, futures)
14. **Retirement Planning**
15. **Coaching/Mentoring**
16. **Success/Motivation**
17. **Advertising/Marketing/PR/Event Planning**
18. **Branding** (corporate history, anniversary, promo)
19. **Self-Employment/Home-Based Business**
20. **Real Estate** (buying, investing, management)
21. **Business Reference** (legal, how-to)
22. **Business Consumer Guides**
23. **Memoir/Biography**
24. **Business Fable—Fiction**
25. **International Business/Globalization**
26. **Technology/Computers**

# **AXIOM BUSINESS BOOK AWARDS ENTRY FORM**

(secure online registration also available at <http://www.axiomawards.com/entry.php>)

Please include this form with your entry, preferably folded and inserted inside the front cover.

**TITLE INFO:**

---

Title

---

Author

---

ISBN

---

Category(s) Entered (You may list multiple categories, but don't forget to send 2 copies of the book for each category entered)

---

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

---

*Early Bird Entries (per title, per category)* \_\_\_\_\_ @ \$125 = \_\_\_\_\_

*Regular Entries (after Oct. 15th)* – \_\_\_\_\_ @ \$145 = \_\_\_\_\_

**(All Fees to be submitted in U.S. Funds – Please send two copies of the book for each category entered)**

---

Contact Person

Email Address

---

Company/Publisher/POD Service

---

Address

---

City, State, Postal Code

---

Telephone

Fax

**Method of Payment:**

- Check in U.S. funds payable to *Jenkins Group*
- Credit Card – Visa / MasterCard / American Express

**How to Send**

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

**Axiom Book Awards 2008  
Jenkins Group  
1129 Woodmere Ave – Suite B  
Traverse City, MI 49686**

---

Credit Card Number

Exp. Date