

# AXIOM

## 14TH BUSINESS BOOK AWARDS

The 2021 Axiom Business Book Awards, now accepting entries in 23 business categories, are designed to honor the year's best business books and their authors and publishers. The 14th annual Axiom Business Book Awards program entry period opens in March, 2020 and runs through January 21, 2021. Books with 2019-2021 copyrights or with release dates since December 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).

"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.

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

# 2021 AXIOM AWARDS GUIDELINES

## ENTRY PROCESS

There are two ways to enter the Axiom Awards: by check or by credit card online.

**To Enter Online:** Use the [online entry form](#) to pay by credit card. Then print out your online entry receipt, tuck it into the cover of your books, and send the books to the address below.

**To Enter with Mail-In Entry Form:** Fill out the [mail-in entry form](#) to pay by check. Tuck the completed form and check into the cover of your books, and send the books to the address below.

**Mailing Your Entry:** 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 two copies of the book for each category entered.

Axiom Awards 2021  
1129 Woodmere Ave – Suite B  
Traverse City, MI 49686

**Entering E-books:** When entering with an e-book only, fill out forms as usual but send your e-book as an attachment to us via email, in any commonly used format, to [awards@bookpublishing.com](mailto:awards@bookpublishing.com) with “Axiom E-Book Entry” in the subject line.

## WHO MAY ENTER

Authors and publishers throughout North America and overseas publishers who publish English-language business books intended for the American market may enter. E-books may be entered in all categories to be judged alongside print books.

## ELIGIBILITY

Books that are published with a 2019–2029 copyright or that were released since March 2019 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 FEE

**REGULAR ENTRY:**                      until January 21, 2021                      \$95 per title, per category

## HOW TO SEND

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 two copies 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 science. Three to five medalists per category will be named on about March 3, 2021.

## FINAL ENTRY DEADLINE

All entries must be postmarked by **January 21, 2021**. We will confirm your entry via e-mail.

## AWARDS AND RECOGNITION

Gold, silver, and bronze medals will be awarded in each category. Winners also receive personalized certificates and foil award stickers.

# 2021 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. Business Intelligence / Innovation
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. Real Estate
21. Business Reference (legal, how-to)
22. Memoir / Biography
23. 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 10,000 subscribers worldwide, many of whom are agents, buyers, and librarians.

## LESS FREQUENTLY ASKED QUESTIONS

### If I enter the Axiom Awards online, how do you judge my books?

We designed the online entry system to make entering the Axiom Awards more convenient, but you still have to ship the books to us. We suggest (but don't require) that you send a trackable package or include a self-addressed postcard to help us confirm receipt of your entry. Please include the online entry receipt with the books or a note listing contact and category information. Please send in two copies per title per category for your entries. The copies are distributed to judges who specialize in business books.

### Do the judges read every book from cover to cover?

Awards judges are very good at assessing a book's quality, much as a buyer at a bookstore or library determines whether or not to purchase. The further a book makes it into the judging process, the more likely it will be read completely.

# 2021 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!

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(This is a postmark deadline, and there is a ten-day grace period for books to arrive.)

Now until January 21, 2021 \_\_\_\_\_ @ \$ 95 = \_\_\_\_\_ Total Amount Enclosed \_\_\_\_\_

\_\_\_\_\_

Contact Person

\_\_\_\_\_

Email Address

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Company / Publisher (for mailing purposes)

\_\_\_\_\_

Mailing Address

\_\_\_\_\_

City, State, Postal Code, Country

## PAYMENT METHOD

Check or Money Order in U.S. funds

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