



AXIOM

15TH

BUSINESS BOOK AWARDS

The 2022 Axiom Business Book Awards, now accepting entries in 25 business categories, are designed to honor the year's best business books and their authors and publishers. The tenth annual Axiom Business Book Awards runs through January 22, 2022. Books with 2020-2022 copyrights 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, for general consumers, books about business people, and books meant to motivate and entertain.

In order to encourage participation and early entries, the contest kicks off with an economical early-bird entry fee of just \$75 per title, with another early-bird fee of \$85, before reaching the full \$95.

"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 or contact Amy Shamroe, Awards Director: amys@jenkinsgroupinc.com; 1.800.644.0133 x1000.

Jenkins Group has been involved in book packaging, marketing and distribution since 1988. Visit their website at www.JenkinsGroupInc.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 digital@jenkinsgroupinc.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 2020-2022 copyright or that were released since December 2019 are eligible. Publishers/Authors 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

HOW TO SEND

Please include completed entry form and check OR online registration receipt in the same package as the books, unless you are having books sent directly from the supplier. In that case, have them use "Axiom Awards" in the mailing address, so we know to look up you online entry and print a copy of your entry.

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, 2022.

FINAL ENTRY DEADLINE

All online entries must be posted online by **January 22, 2022**, and all mail-in entries must be postmarked by **January 22, 2022**. We will confirm your entry via e-mail. There is a ten-day grace period for books to arrive after the entry deadline, and judging begins on February 3rd.

AWARDS AND RECOGNITION

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

2022 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. Business Disruption / Reinvention
11. Human Resources / Employee Training
12. Entrepreneurship / Small Business
13. Philanthropy / Nonprofit / Sustainability
14. International Business / Globalization
15. Personal Finance / Retirement Planning / Investing
16. Business Technology
17. Emerging Trends/AI
18. Women / BIPOC in Business
19. Success / Motivation / Coaching
20. Advertising / Marketing / PR
21. Corporate History / Milestone
22. Real Estate
23. Business Reference (legal, how-to)
24. Memoir / Biography
25. 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. Winners will also be featured at 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.

2022 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!

(This is a postmark deadline.)

Now until Sept. 11, 2021	_____ @ \$ 75 = _____	Total Amount Enclosed _____
September 12-Nov. 13, 2021	_____ @ \$ 85 = _____	Total Amount Enclosed _____
November 14- Jan 22, 2022	_____ @ \$ 95 = _____	Total Amount Enclosed _____

Contact Person

Email Address

Company / Publisher (for mailing purposes)

Mailing Address

PAYMENT METHOD

Check or Money Order in U.S. funds

To enter online and pay by credit card, visit:
www.AxiomAwards.com