



Announcing Results of the 3rd Annual Axiom Business Book Awards

“Recognizing and promoting the world’s best business titles.”

Jenkins Group and IndependentPublisher.com are proud to announce the results of the third annual **Axiom Business Book Awards**, honoring the best business books published during the past year. The 2010 winning books bring to life the Axiom Award motto, “*Success through Knowledge*,” by offering a wide array of business improvement tools.

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 an information-hungry segment of the population, eager to learn about great new books that will inspire them and help them improve their careers and businesses.

Listed below are the *gold*, *silver* and *bronze* medal winners in each category. The Real Estate category was cancelled due to lack of entries, so there are 21 categories x 3 medals, plus 15 ties, for 78 total medals. There were a total of 346 books entered.

Congratulations to all!

1. General Business/Economics

Gold: *What Would Google Do?*, by Jeff Jarvis (Collins Business)

Silver (tie): *Seizing the White Space: Business Model Innovation for Growth and Renewal*, by Mark W. Johnson (Harvard Business Press) and *The Sellout: How Three Decades of Wall Street Greed and Government Mismanagement Destroyed the Global Financial System*, by Charles Gasparino (Harper Business)

Bronze (tie): *Customer Driven Change: What Your Customers KNOW, Your Employees THINK, and Your Managers OVERLOOK*, by Bud Taylor (Brown Books Publishing Group) and *Small Business Rules: The 52 Essential Rules to Be Successful in Small Business*, by Mathew Dickerson (BookSurge)

2. Career

Gold: *Womonomics*, by Claire Shipman and Katty Kay (Harper Business)

Silver: *Rules of Thumb: 52 Truths for Winning at Business Without Losing Your Self*, by Alan M. Webber (Harper Business)

Bronze: *The First 60 Seconds: Win the Job Interview Before it Begins*, by Dan Burns (Sourcebooks)

3. Sales

Gold: *Sales Encyclopedia*, by Robert J. Chapin, John J. Chapin, Kyle Andrews, Bill Hall, Keith Mooradian, and Jean Marie Reheuser (Eagle View Publishing)

Silver: *Take the Cold out of Cold Calling*, by Sam Richter (Adams Business & Professional)

Bronze: *Cross-Cultural Selling for Dummies*, by Michael Soon Lee, MBA and Ralph R. Roberts (Wiley Publishing)

4. Leadership

Gold: *Managing*, by Henry Mintzberg (Berrett Koehler Publishers)

Silver (tie): *The Leadership Code: Five Rules to Lead By*, by Dave Ulrich, Norm Smallwood, and Kate Sweetman (Harvard Business Press) and *Without Warning: Breakthrough Strategies for Solving the Silent Problems Taking Aim at Your Organization*, by Rodney N. Johnson (Adams Business & Professional)

Bronze: *Monday Morning Motivation: Five Steps to Energize Your Team, Customers, and Profits*, by David Cottrell (Harper Business)

5. Communication Skills

Gold: *Talk Less, Say More: 3 Habits to Influence Others and Make Things Happen*, by Connie Dieken (John Wiley & Sons)

Silver: *Tangling with Tyrants: Managing the Balance of Power at Work*, by Tony Deblauwe (PageFree Publishing)

Bronze: *Speak Easy: The Communication Guide for Career and Life Success*, by Cynthia Leeds Friedlander (Word Craft Press)

6. Business Ethics

Gold: *Wired to Care: How Companies Prosper When They Create Widespread Empathy*, by Dev Patnaik with Peter Mortensen (Jump Associates/FT Press)

Silver: *Business Mensch: Timeless Wisdom for Today's Entrepreneur*, by Noah Alper with Thomas Fields-Meyer (Wolfeboro Press)

Bronze: *In Search of Ethics: Conversations with Men and Women of Character*, by Len Marrella (DC Press)

7. Operations Management

Gold: *The Principles of Product Development Flow: Second Generation Lean Product Development*, by Donald G. Reinertsen (Celeritas Publishing)

Silver: *On Top of Everything: Manage Your Projects & Life With Ease*, by Laurence H. Seton (Projecteze)

Bronze: *Our Journey to Performance Excellence: The History of Quality at St. Luke's Health System*, by G. Richard Hastings (St. Luke's Health System)

8. Human Resources/Employee Training

Gold: *Training Workshop Essentials: Designing, Developing, and Delivering Learning Events that Get Results*, by Robert W. Lucas (Pfeiffer/Wiley)

Silver: *HR Transformation: Building Human Resources from the Outside In*, by David Ulrich, Justin Allen, Wayne Brockbank, Jon Younger and Mark Nyman (The McGraw-Hill Companies)

Bronze (tie): ***Putting Our Differences to Work: The Fastest Way to Innovation, Leadership, and High Performance*, by Debbe Kennedy (Berrett-Koehler Publishers)** and *Dear Office-Politics: The Game Everyone Plays*, by Franke James (Nerdheaven Ltd.)

9. Entrepreneurship

Gold (tie): *Profits Aren't Everything, They're the Only Thing: No-Nonsense Rules from the Ultimate Contrarian and Small Business Guru*, by George Cloutier (Harper Business) and *Boulevard of Broken Dreams: Why Public Efforts to Boost Entrepreneurship and Venture Capital Have Failed—and What to Do about It*, by Josh Lerner (Princeton University Press)

Silver (tie): *Animal Spirits: How Human Psychology Drives the Economy, and Why It Matters for Global Capitalism*, by George A. Akerlof and Robert J. Shiller (Princeton University Press) and *When Growth Stalls: How it Happens, Why You're Stuck & What to Do about It*, by Steve McKee (Jossey-Bass/Wiley)

Bronze: *Working for Good: Making a Difference While Making a Living*, by Jeff Klein (Sounds True)

10. Philanthropy/Charity/Nonprofit

Gold: *The Art of Giving: Where the Soul Meets a Business Plan*, by Charles Bronfman & Jeffrey Solomon (Jossey-Bass/Wiley)

Silver (tie): *The Charismatic Organization: 8 Ways to Grow a Nonprofit*, by Shirley Sagawa and Deborah Jospin (Jossey-Bass/Wiley) and *Be the Change*, by Lisa Endlich (Collins Business)

Bronze: *Social Change 2.0: A Blueprint for Reinventing Our World*, by David Gershon (High Point/Chelsea Green)

11. International Business/Globalization

Gold: *The Upside of Turbulence: Seizing Opportunity in an Uncertain World*, by Donald Sull (Harper Business)

Silver: *Getting China and India Right: Strategies for Leveraging the World's Fastest-Growing Economies for Global Advantage*, by Anil K. Gupta and Haiyan Wang (Jossey-Bass/Wiley)

Bronze (tie): *Sell in the U.S.A.*, by Mark Kuta Jr. (Flow Publishing) and *Ideas + Buildings Vol. 02: Perspective/Global Context* (Perkins + Will)

12. Personal Finance

Gold: *The Mindful Investor: How a Calm Mind Can Bring You Inner Peace and Financial Security*, by Maria Gonzalez, MBA & Graham Byron, CFP (John Wiley & Sons Canada)

Silver: *Put Your Money Where Your Heart Is: Finding Financial Happiness*, by Sue Stevens (BookSurge)

Bronze (tie): *Your Money Ratio\$: 8 Simple Tools for Financial Security*, by Charles Farrell, J.D., LL.M. (Avery Books) and *The Wall Street Journal Guide to the End of Wall Street as We Know It*, by Dave Kansas (Collins Business)

13. Investing

Gold: *The Motley Fool Million Dollar Portfolio*, by David and Tom Gardner (Collins Business)

Silver: *Simple Steps to Trading Discipline: Increasing Profits with Habits You Already Have*, by Toni Hanson (Marketplace Books)

Bronze: *Capturing Profit with Technical Analysis: Hands-on Rules for Exploiting Candlestick, Indicator, and Money Management Techniques*, by Sylvain Vervoort (Marketplace Books)

14. Retirement Planning

Gold: *The Smartest Retirement Book You'll Ever Read*, by Daniel R. Solin (Perigee/Penguin)

Silver: *Retirement Rocks! Canadian Boomers Invest in Life*, by Heather Compton and Dennis Blas (Retirement Rocks!)

Bronze: *The Second Chance Revolution: Becoming Your Own Boss After 50*, by Edward G. Rogoff, PhD & David L. Carroll (Rowhouse Publishing)

15. Coaching/Mentoring

Gold: *Coaching Skills for Nonprofit Managers and Leaders: Developing People to Achieve Your Mission*, by Judith Wilson & Michelle Gislason (Jossey Bass/Wiley)

Silver: *Activating Your Ambition: A Guide to Coaching the Best Out of Yourself and Others*, by Mike Hawkins (Brown Books Publishing Group)

Bronze: *Your Brain at Work: Strategies for Overcoming Distraction, Regaining Focus, and Working Smarter All Day Long*, by David Rock (Harper Business)

16. Success/Motivation

Gold: *Exploiting Chaos: 150 Ways to Spark Innovation During Times of Change*, by Jeremy Gutsche (Gotham Books)

Silver: *The One-Life Solution: Reclaim Your Personal Life While Achieving Greater Personal Success*, by Dr. Henry Cloud (Collins Business)

Bronze (tie): *Borrowing Brilliance: The Six Steps to Business Innovation by Building on the Ideas of Others*, by David Kord Murray (Gotham Books) and *Once Upon a Cow: Eliminating Excuses and Settling for Nothing but Success*, by Camilo Cruz, Phd (Perigee/Penguin)

17. Advertising/Marketing/PR

Gold (tie): *Stories That Sell: Turn Satisfied Customers into Your Most Powerful Sales and Marketing Asset*, by Casey Hibbard (AIM Publishers) and *What She's Not Telling You: Why Women Hide the Whole Truth and What Marketers Can Do About It*, by Mary Lou Quinlan with Jen Drexler and Tracy Chapman (Just Ask a Woman)

Silver: *War in the Boardroom: Why Left-Brain Management and Right-Brain Marketing Don't See Eye-to-Eye—and What to Do About It*, by Al and Laura Ries (Collins Business)

Bronze: *Chasing the Rabbit: How Market Leaders Outdistance the Competition and How Great Companies Can Catch Up and Win*, by Steven J. Spear (The McGraw-Hill Companies)

18. Corporate History/Milestone

Gold: *Purpose, Place and Identity: 100 Years of Ellerbe Becket* (Ellerbe Becket/Tilka Design)

Silver: *In-N-Out Burger: A Behind-the-Counter Look at the Fast-Food Chain that Breaks All the Rules*, by Stacy Perman (Collins Business)

Bronze: *A Dream, A Journey, A Community: A Nostalgic Look at Jewish Businesses in and Around Atlantic City*, Edited by Leo B. Schoffer (ComteQ Publishing)

20. Business Reference

Gold: *slide:ology: The Art and Science of Creating Great Presentations*, by Nancy Duarte (O'Reilly Media)

Silver (tie): *The Well-Fed Writer: Financial Self-Sufficiency as a Commercial Freelancer in Six Months or Less*, by Peter Bowerman (Fanove Publishing) and *Windmill Networking: Understanding, Leveraging & Maximizing LinkedIn*, by Neal Schaffer (BookSurge)

Bronze (tie): *The Handbook of Financing Growth: Strategies, Capital Structure, and M&A Transactions (Second Edition)*, by Kenneth H. Marks, Larry F. Robbins, Gonzalo Fernandez, John P. Funkhouser, and D.L. Williams (John Wiley & Sons) and *The Ernst & Young Tax Guide 2010*, by the Tax Partners of Ernst & Young LLP (Publishnow.net)

21. Memoir/Biography

Gold (tie): *Vetting: The Making of a Veterinarian*, by Dr. Pete Freyburger (PJF Publishing) and *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*, by Jacqueline Novogratz (Rodale)

Silver: *The King of Vodka: The Story of Pyotr Smirnov and the Upheaval of an Empire*, by Linda Hamelstein (Harper)

Bronze: *Bright Triumph for Dark Hours: Turning Adversity into Success*, by David Heenan (University of Hawai'i Press)

22. Business Fable

Gold: *Who Killed Change: Solving the Mystery of Leading People Through Change*, by Ken Blanchard, John Britt, Judd Hoekstra and Pat Zigarmi (William Morrow)

Silver: *Be the Hero: Three Powerful Ways to Overcome Challenges in Work and Life*, by Noah Blumenthal (Berrett-Koehler Publishers)

Bronze (tie): *Rescuing the American Dream*, by G. Web Ross and Howard A. Klausner (Ross and Klausner) and *Lateral Approach to Managing Projects*, by Ho Wing Sit and Ling Bundgaard (Lateral Approach Publishing)

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