

## **2011 Axiom Business Book Awards Results**

### **1. General Business/Economics**

Gold: *The Art of Choosing*, by Sheena Iyengar (Twelve)

Silver (tie): *The Rational Optimist: How Prosperity Evolves*, by Matt Ridley (Harper) and *The Hyper-Social Organization: Eclipse Your Competition by Leveraging Social Media*, by Francois Gossieaux and Ed Moran (McGraw-Hill)

Bronze: *The Innovation Secrets of Steve Jobs: Insanely Different Principles for Breakthrough Success*, by Carmine Gallo (McGraw-Hill)

### **2. Career (job search, career advancement)**

Gold: *The Way Up: How to Keep Your Career Moving in the Right Direction*, by Donald J. Hurzeler (Greenleaf Book Group Press)

Silver: *What Should I Do With the Rest of My Life?* by Bruce Frankel (Avery)

Bronze: *What's Next? Follow Your Passion and Find Your Dream Job*, by Kerry Hannon (Chronicle Books)

### **3. Sales (sales skills, negotiating, closing)**

Gold: *Selling Change: 101 Secrets for Growing Sales by Leading Change*, by Brett Clay (ARIVA Publishing)

Silver: *The New Experts: Win Today's Newly Empowered Customers at their 4 Decisive Moments*, by Robert H. Bloom (Greenleaf Book Group Press)

Bronze: *Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers*, by Jill Konrath (Portfolio)

### **4. Leadership**

Gold: *The Velocity Manifesto: Harnessing Technology, Vision, and Culture to Future-Proof Your Organization*, by Scott Klososky (Greenleaf Book Group Press)

Silver: *Liquid Leadership: From Woodstock to Wikipedia*, by Brad Szollose (Greenleaf Book Group Press)

Bronze: *Being the Boss: The 3 Imperatives for Becoming a Great Leader*, by Linda A. Hill & Kent Lineback (Harvard Business Review Press)

## **5. Communication Skills/Networking**

Gold: *Resonate: Present Visual Stories That Transform Audiences*, by Nancy Duarte (John Wiley & Sons)

Silver (tie): *The Power of Framing: Creating the Language of Leadership*, by Gail T. Fairhurst (Jossey-Bass) and  
*When the Headline Is You: An Insider's Guide to Handling the Media*, by Jeff Ansell (Jossey-Bass)

Bronze: *Buy-In: Saving Your Good Idea from Getting Shot Down*, by John P. Kotter (Harvard Business Review)

## **6. Business Ethics**

Gold: *Giving Voice to Values: How to Speak Your Mind When You Know What's Right*, by Mary C. Gentile (Yale University Press)

Silver: *Rebuilding Trust in the Workplace*, by Dennis Reina & Michelle Reina (Berrett-Koehler Publishers)

Bronze: *The Refractive Thinker: Ethics, Leadership, and Globalization*, Edited by Cheryl Lantz (The Lentz Leadership Institute)

## **7. Operations Management/Productivity/TQM**

Gold: *Chasing Stars: The Myth of Talent and the Portability of Performance*, by Boris Groysberg (Princeton University Press)

Silver: *Construction Project Management*, by J.F. McCarthy (Pareto Publishing)

Bronze: *Agile Productivity Unleashed: Proven Approaches for Achieving Real Productivity Gains in ANY Organization*, by Jamie Lynn Cooke (IT Governance Publishing)

## **8. Human Resources/Employee Training**

Gold: *The M-Factor: How the Millennial Generation is Rocking the Workplace*, by Lynne C. Lancaster and David Stillman (Harper Business)

Silver: *Get Rid of the Performance Review!* by Samuel A. Culbert (Business Plus)

Bronze: *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today*, by Jeanne C. Meister & Karie Willyerd (Harper Business)

## **9. Entrepreneurship**

Gold: *The Entrepreneur Equation: Evaluating the Realities, Risks, and Rewards of Having Your Own Business*, by Carol Roth (BenBella)

Silver: *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times*, Edited by David S. Landes, Joel Mokyr & William J. Baumol (Princeton University Press)

Bronze: *Selling Sunshine: 75 Tips, Tools, and Tactics for Becoming a Wildly Successful Entrepreneur*, by Tony Hartl (Greenleaf Book Group Press)

## **10. Philanthropy/Charity/Nonprofit**

Gold: *Change Philanthropy: Candid Stories of Foundations Maximizing Results through Social Justice*, by Alicia Epstein Korten (Jossey-Bass)

Silver: *At the Crossroads: Not-for-Profit Leadership Strategies for Executives and Boards*, by Philip Coltoff (John Wiley & Sons)

Bronze: *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability*, by Jeanne Bell, Jan Masaoka, Steve Zimmerman (Jossey-Bass)

## **11. International Business/Globalization**

Gold: *The Next Boom: What You Absolutely, Positively Have to Know About the World Between Now and 2025*, by Jack W. Plunkett (BizExecs Press)

Silver: *The Last Economic Superpower: The Return of Globalization, the End of American Dominance, and What We Can Do About It*, by Joseph P. Quinlan (McGraw-Hill)

Bronze: *Beyond the Beaker: How to Achieve Successful Market Adoption for Emerging Technologies*, by Paul Patterson (Kohritsu Press)

## **12. Personal Finance/Investing (estate planning, stocks, bonds)**

Gold: *What Investors Really Want*, by Meir Statman (McGraw-Hill)

Silver: *Smarter than the Street: Invest and Make Money in any Market*, by Gary Kaminsky (McGraw-Hill)

Bronze (tie): *If I'm So Smart...Where Did All My Money Go?* by Doug Warshauer (CFMB Books) and *Taming Change with Portfolio Management*, by Pat Durbin and Terry Doerscher (Greenleaf Book Group Press)

### **13. Retirement Planning**

Gold: *The AARP Retirement Survival Guide: How to Make Smart Financial Decisions in Good Times and Bad*, by Julie Jason (Sterling)

Silver: *Retirement Breakthrough: The Safe, Secure Way to Guaranteed Income You Can't Outlive – In Any Economy*, by Dick Duff, JD, CLU (Greenleaf Book Group Press)

Bronze: *Retirement Readiness: Creating Your Vision, Knowing Your Position, & Preparing for Your Future*, by Mike Bonacorsi CFP® (Peter E. Randall Publisher)

### **14. Coaching/Mentoring**

Gold: *Nice Bike: Making Meaningful Connections On the Road of Life*, by Mark Scharenbroich (Echo Bay Publishing)

Silver: *"What Could Happen If You Do Nothing?": A Manager's Handbook for Coaching Conversations*, by Jane Murphy (Giraffe Business Publishing)

Bronze: *The Accidental Sales Manager: A Survival Guide for CEOs Who Find Themselves Managing Salespeople*, by Suzanne M. Paling (Entrepreneur Press)

### **15. Success/Motivation**

Gold: *Comebacks: Powerful Lessons from Leaders*, by Andrea Redmond & Patricia Crisafulli (Jossey-Bass)

Silver: *Working Together: Why Great Partnerships Succeed*, by Michael Eisner, with Aaron Cohen (Harper Business)

Bronze: *Super Rich: A Guide to Having it All*, by Russell Simmons (Gotham Books)

### **16. Advertising/Marketing/PR/Event Planning**

Gold: *Everything I Know about Marketing I Learned from Google*, by Aaron Goldman (McGraw-Hill)

Silver: *The Experience Effect: Engage Your Customers with a Consistent and Memorable Brand Experience*, by Jim Joseph (AMACOM)

Bronze (tie): *Marketing: Unmasked*, by Erik Wolf & Stephanie Frost (Zero-G Creative) and *Empowered: Unleash Your Employees, Energize Your Customers, Transform Your Business*, by Josh Bernoff & Ted Schadler (Harvard Business Review Press)

## **17. Corporate History/Milestone**

Gold: *Rockwell Collins: 75 Years of Innovation*, by Kennard C. Braband, Bernard J. Smith (WDG Publishing)

Silver: *Maps, Mountains & Mosquitoes: The McElhanney Story 1910-2010*, by Katherine Gordon (The McElhanney Group)

Bronze: *Commodore: A Company of the Edge*, by Brian Bagnall (Variant Press)

## **18. Business Reference (legal, how-to, technology)**

Gold: *Public Safety Architecture*, by I.S.K. Reeves V; Ian Reeves, AIA; Kevin Ratigan, AIA, LEED AP; and Stockton Reeves (Architects Design Group)

Silver: *Small Business Taxes Made Easy*, by Eva Rosenberg (McGraw-Hill)

Bronze: *The Employee Rights Handbook*, by Steven Mitchell Sack (Legal Strategies Publications)

## **19. Memoir/Biography**

Gold: *Still Surprised: A Memoir of a Life in Leadership*, by Warren Bennis (Jossey-Bass)

Silver: *Everything is Possible*, by S. Daniel Abraham (Newmarket Press)

Bronze: *Miles Away... Worlds Apart*, by Alan Sakowitz (Legacy Series Press)

## **20. Business Fable**

Gold: *Harper's Rules: A Recruiter's Guide to Finding a Dream Job and the Right Relationship*, by Danny Cahill (Greenleaf Book Group Press)

Silver: *The Ball*, by Todd Whitaker (Triple Nickel Press)

Bronze: *Invaluable: The Secret to Becoming Irreplaceable*, by Dave Crenshaw (Jossey-Bass)

## **21. Women in Business**

Gold: *Wander Woman: How High-Achieving Women Find Contentment and Direction*, Marcia Reynolds (Berrett-Koehler Publishers)

Silver: *Briefcase Essentials: Discover Your 12 Natural Talents for Achieving Success in a Male-Dominated Workplace*, by Susan T. Spencer (Greenleaf Book Group Press)

Bronze: *See Jane Collaborate*, by Azriela Jaffe & Michele DeKinder-Smith (Jane Out of the Box Media)