2011 Axiom Business Book Awards Results

1. General Business/Economics

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


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)


3. Sales (sales skills, negotiating, closing)

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


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

4. Leadership


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

5. Communication Skills/Networking


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


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


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

9. Entrepreneurship

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


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


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


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)


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)


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)


15. Success/Motivation

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


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)

17. Corporate History/Milestone

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


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


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

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

20. Business Fable


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


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