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## **The 2007 800-CEO-READ Business Book Awards Winners Announced Today**

Milwaukee, WI – 800-CEO-READ, a leading direct supplier of books and book-based resources to corporations and organizations around the country and the sister company to Milwaukee’s Harry W. Schwartz Bookshops, announced today the winners of its first annual 800-CEO-READ Business Book Awards. *MADE TO STICK* by Chip Heath and Dan Heath (Random House) was named the Best Business Book of the Year along with winners in 13 other categories.

*MADE TO STICK* was named the overall winner “because it offers exceptional, thought-provoking ideas about communicating messages and making them last,” said Founder and President Jack Covert. “We were impressed with how the authors offer valuable insight to marketers, teachers, salespeople or anyone struggling to present their ideas to an audience.”

The company received nearly 300 award submissions, which were then reviewed and critiqued by the company’s editorial staff. The semifinalists were announced in December.

“We would like to congratulate all the winners and their publishers and thank everyone who participated in our first annual Business Book Awards,” said Todd Sattersten, 8CR’s vice president. “This awards program is a natural extension of our work to not only sell books, but also provide discernment for the business book reader in a category where over 6,000 titles are published each year.”

More information about the awards and the winners can be found at [www.800ceoread.com/bookawards](http://www.800ceoread.com/bookawards).

### **The 2007 800-CEO-READ Best Business Book:**

**Made to Stick**

by Chip Heath and Dan Heath, Random House, 288pp, \$24.95

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## **The 2007 Category Winners:**

### ADVERTISING/MARKETING

#### **Made To Stick**

by Chip Heath and Dan Heath, Random House, 288pp, \$24.95

### BIOGRAPHIES/MEMOIRS

#### **Bill & Dave**

by Michael S. Malone, Portfolio , 438pp, \$26.95

### ENTREPRENEURSHIP/ SMALL BUSINESS

#### **No Man's Land**

by Doug Tatum, Portfolio, 256pp, \$24.95

### FABLES

#### **The Dream Manager**

by Matthew Kelly, Hyperion, 176pp, \$19.95

### FINANCE/ECONOMICS

#### **A Demon of Our Own Design**

by Richard Bookstaber, John Wiley & Sons, 276pp, \$27.95

### GLOBALIZATION

#### **The Elephant and the Dragon**

by Robyn Meredith, W.W. Norton, 384pp, \$27.95

### HUMAN RESOURCES/ORGANIZATIONAL DEVELOPMENT

#### **One Foot Out the Door**

by Judith M. Bardwick, Ph.D., AMACOM, 226pp, \$24.95

### INDUSTRY BOOKS

#### **The Last Tycoons**

by William D. Cohan, Doubleday, 742pp, \$29.95

INNOVATION/CREATIVITY

**Group Genius**

by Keith Sawyer, Perseus, 320pp, \$26.95

LEADERSHIP

**The Secret Language of Leadership**

by Stephen Denning, Jossey-Bass, 304pp, \$27.95

NEW PERSPECTIVES

**In Spite of the Gods**

by Edward Luce, Doubleday, 383pp, \$26.00

PERSONAL DEVELOPMENT

**Responsibility at Work**

by Howard Gardner, Jossey-Bass, 368pp, \$27.95

SALES

**The Ultimate Sales Machine**

by Chet Holmes, Portfolio, 272pp, \$24.95

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