

## THE 800-CEO-READ BUSINESS BOOK AWARDS 2007

Thousands of business books are published each year, each with the potential to promote change and enlighten the way people think about business.

On January 15, 2008, 800-CEO-READ will announce the winners and semifinalists of the first annual "The 800-CEO-READ Business Book Awards." These awards will recognize the best business books of 2007 and the authors who committed time and energy to the books' creation.

### WHAT'S ELIGIBLE:

Any business book originally published in English in 2007. Any publisher or author may submit a book they have contributed to.

### HERE'S HOW TO SUBMIT A BOOK:

1. Download and fill out the entry form.
2. Send us:
  - Two copies of your book  
\*Sorry, we can't return any books.
  - Your entry form
  - One self-addressed, stamped envelope.  
\*We'll return this to you to confirm the receipt of your book.

### DEADLINE:

All entries must be postmarked by October 30, 2007.  
Semifinalists will be announced December 17, 2007.  
Winners will be announced January 15, 2008.

Website: [800ceoread.com/bookawards](http://800ceoread.com/bookawards)

### JUDGING CRITERIA:

Each book will be judged on the originality of its ideas and content.

### ENTRY CATEGORIES:

Submit your book to one of the following 13 categories. For each category, three semifinalists plus one overall winner will be selected.

- 1 Sales
- 2 Leadership
- 3 Human Resources/Organizational Development
- 4 Entrepreneurship/Small Business
- 5 Finance/Economics
- 6 Advertising/Marketing
- 7 Globalization
- 8 Fables
- 9 Biographies/Memoirs
- 10 Personal Development
- 11 Innovation/Creativity

- 12 Industry Books
  - \*Books that explore the ins and outs of a particular industry.
- 13 New Perspectives
  - \*Books that change how people view the world.

AWARD CATEGORIES:

In addition to the above entry categories, there will be three overall awards:

(1) Best Business Book 2007

One title will be chosen across all categories as the best book in all of 2007. It will be decided on by the quality of writing and presentation of ideas.

(2) Authors' Choice

All business authors with a book published in 2007 will have a chance to vote on the best book.

(3) Readers' Choice

For the month of November, readers will vote on their book of choice via an online readers' poll.