



TERMS AND CONDITIONS FOR ENTRANTS OF THE BUSINESS BOOK AWARDS 2019

Business Book Awards 2019 competition rules

1. Eligibility

- i. To be eligible for the competition, entries must be full-length books predominantly about business, published or distributed in the United Kingdom. The book must be available to UK customers, either in shops or from an internet retailer with a UK domain name.
- ii. Author of books entered for the competition must be UK citizens or currently resident in the UK. This applies to all entry categories *except* 'International Business Book 2019'.
- iii. The book and all and any rights in it and any part of it must not be the subject of any dispute. The party submitting the entry must have authority to enter the book into the competition.
- iv. For the purposes of the award, a business book is one that, in the opinion of the judges, falls within the judging criteria for books entered into the competition (see Competition Categories).
- v. Entries must be in the English language or in English translation.
- vi. All books entered for the competition must have been published as a first edition in printed format within the 12 months from 1st January 2018 to 31 December 2018.

2. Entry process

- vii. Entries may be submitted from 10th September 2018. The closing date for submitting entries will be 31st December 2018.
- viii. Books must be entered in print format.
- ix. Four print copies of each entry must be supplied at the point of entry. Bound proofs may be submitted for judging on the condition that print copies are supplied on publication and before 11th January 2019. These copies are to be sent to Kasim Choudhry, ThinkFest, 95 Amington Road, Birmingham, B25 8EP.
- x. Each book can be entered into only one of the nine competition categories. The competition organisers reserve the right to move a book from one category to another should it be deemed to be a better fit against the category criteria, or exclude a book altogether for any legal purpose at their discretion. Authors and publishers will be notified if a book is moved or excluded in this way.

xi. For each book entered, the author or publisher must submit a fully completed entry form and pay the entry charge of £30.00 per title to ThinkFest Ltd. Entry fees are non-refundable. Please note that copies of any books entered for the competition that are withdrawn or ineligible will not be returned. The competition organisers shall not be responsible for any entries that are lost, mislaid, damaged or delayed in transit.

xii. Publishers and authors submitting entries for the Business Book Awards will be automatically bound by the competition rules.

3. Competition categories

xiii. Authors and Publishers may enter any number of full length book entries into the nine competition categories:

1. **START-UP INSPIRATION** – a book that will inspire new and budding entrepreneurs to get their business up and running or onto the next stage.
2. **SALES & MARKETING** – a book with a compelling approach to sales and/or marketing in today's business environment.
3. **HR & MANAGEMENT** – books focused on improving people skills and/or innovative team management.
4. **EMBRACING CHANGE** – a book that demonstrates how organisations can manage internal or external change to equip themselves for the future
5. **LEADERSHIP** – a book that challenges or inspires leaders of organisations and teams to motivate and engage their people.
6. **SELF-DEVELOPMENT** – the self-help books that give business people the self-knowledge and skills to become better at what they do.
7. **SHORT BUSINESS BOOK** – a small format or short-form business book that perfectly presents its subject with brevity and clarity.
8. **SPECIALIST BOOK 2019** – a book aimed at a niche readership or specific type or area of business.
9. **INTERNATIONAL BUSINESS BOOK 2019** – a book that has influenced business globally

AN EXCEPTIONAL BOOK BY A WOMAN – to be picked from the shortlists across all categories

BEST BUSINESS BOOK OF THE YEAR – to be picked from the category winners.

<https://www.youtube.com/watch?v=ESFZyqxO2-Q&feature=youtu.be>

4. Selection of shortlist and winners

xiv. Any eligible book which is entered for the competition will only qualify for the award if the author or publisher agrees:

a) in the case that the book is shortlisted, the author and a representative of the publisher will attend the Business Book Awards Event in London on 26th March 2019.

b) in the case that the book is shortlisted in, or wins any award category, to incorporate the appropriate Business Book Award 'sticker' on the cover of any print editions, e-book and audio book editions of the book.

c) to immediately advise the competition organisers in the event of becoming aware of any actual or potential dispute affecting any entries, for example intellectual property issues, which could affect the reputation of the book or the Awards.

xv. The shortlist for the eight categories will be announced on 16th January 2019.

xvi. The winners of the nine categories, the winner of the Exceptional Book by a Woman and the overall winner of the Business Book of the Year will be announced on 26th March 2019 at an awards evening to be held at The Grange City Hotel London. Shortlisted authors and a representative from the publisher must be available to attend the awards.

5. Exclusions

xvii. The Business Book Awards organisers, founder and their family members are not eligible to participate.

xviii. Judges cannot enter books into the competition and Panel Judges should not judge books by colleagues from, or published by, their own organisation.

xix. The Business Book Awards' decisions on all matters concerning the competition, including the acceptance of entries, the nomination of winners and any other matters, will be final and binding. No correspondence or discussion will be entered into.

xx. For further information and for contact details regarding this award visit the Business Book Awards website: <http://www.businessbookawards.co.uk>.

JUDGING CRITERIA

In the judging of each category, the judges will be taking into account:

ENTRY FORM – the content of the entry form and details supplied about the book and author will be taken into account as part of the short-listing process.

POSITIONING – how well the book is aimed at its market, including title and subtitle, front cover design, back cover blurb; the clear benefits the reader will get from the book, including Introduction and appropriate writing style.

STRUCTURE – the Contents page demonstrates clearly the journey the author will take the reader on, and the outcomes for the reader; and the full book lives up to this promise.

CONTENT – the author's persona presents positively and authoritatively through the writing; their aim is clearly to give value to the reader; the content is original, appropriate and applicable by the reader to themselves or their business. (The book should not appear to be a sales pitch for the author or their business.)

WRITING STYLE – the writing is appropriately pitched to the reader (eg layperson or technical knowledge), in plain English, grammatically correct and with few typographical errors.

PRODUCTION – the cover and the interior layout are professional, support the clarity of the content, are easy to read and aesthetically pleasing; and the print quality is of a good standard.