



THE BUSINESS BOOK AWARDS

Entry Pack 2021



#BBA2021

How curiosity and
creativity are your
superpowers in the
digital economy

the human edge

Greg Orme



Greg Orme
The Human Edge
Business Book Of The Year
Winner 2021

BUSINESS BOOK AWARDS 2021 ENTRIES OPEN 1ST JANUARY 2021.

The Business Book Awards celebrates the work of authors who have shared their industry or market knowledge, experience, and expertise in published book form.

The Business Book Awards highlight the quality and variety of business books in the market. They offer industry-wide recognition to new and established authors writing on a multiplicity of subjects for a diverse readership, with no barriers to entry; we welcome entries from publishers and all authors who are resident in or citizens of, and are published in the UK.

The Business Book Awards give every publisher, regardless of size or type, and author, regardless of experience or route to publishing, of a business book the opportunity to participate in a high quality, impartial judging process.

The Awards allow all authors that enter, are short-listed, or win an award to publicise and sell more books. The events inspire entrants and showcase winners; and the ongoing process encourages other budding writers to come forward and publish their work.

ENTRANTS, FINALISTS & WINNERS

Every entry will be published on our website www.businessbookawards.co.uk and shared via our social media platforms. Entrants will also have the opportunity to submit an article for The Thought Leaders Collective News Page.

Finalists will benefit from the following:

- PR, Digital Media and Social Media Coverage
- Opportunity to submit a "Meet The Author" Blog to our website
- Opportunity to attend the Awards Event
- Opportunity to work with our PR partners to promote their book
- All finalists are entitled to use BBA Finalist sticker on their book cover
- All finalist books will be showcased at the Awards Event
- All finalists who attend the Awards Event will be presented with a Finalist Certificate/Award

Winners will benefit from all the finalist benefits and the following:

- All winners will be presented with a prestigious BBA Trophy
- All winners will have an opportunity to say a few words at the Awards Event
- All winners are entitled to use BBA Winner sticker on their book cover
- A video will be produced of winners collecting their award and acceptance speech
- Opportunity to submit a blog about the book winning to our website
- Opportunity to record an interview with our Founder about the book and our Awards





KEY DATES

Entries Open	Friday 1st January 2021
Entry Deadline	Sunday 31st January 2021
Shortlisting	February 2021
Shortlist Event	Thursday 4th March 2021
Judging	February 2020
Awards Dinner	May 2021

ENTRY GUIDELINES

Entries for the Business Book Awards 2021 are for all Business Books published from 1st January 2020 to 31st December 2020. Authors of books entered for the competition must be UK citizens or currently reside in the UK. This applies to all entry categories except 'Business Journey Book' or 'International Business Book'.

To enter you need to complete the form on our website. Once you have submitted your form you will be required to send THREE copies of your book to us to be used in the Judging Process. There is an administration fee of £40 + VAT for each book that you enter and all Finalist Authors and their publishers are expected to attend the Business Book Awards Event in London in May 2021.

[Click here to see our Terms & Conditions.](#)

JUDGING PROCESS

The Judging Panel is made up of experts from business, writing, publishing and other related fields, with expertise in their relevant category. Three judges per category with no financial commitment or other interest will ensure that the process is completely impartial. The Panel will make decisions based on clear judging criteria, monitored by the Head Judge who will review all the applications.

The entries will be judged individually in line with the category specifications by reviewing both the physical book, PDF and the application form submitted. The three Judges per category will consider factors such as content, market, writing style and originality, as well as focusing on innovation and creativity.

The Judging process is broken into two halves, shortlisting and judging. Judges will be reviewing all the applications as they come in and will meet on shortlisting day to discuss which books they would like to put forward for judging. The judg

[Click here to see our judges.](#)



AWARD CATEGORIES

1. START UP/SCALE UP BOOK

Books that support, encourage, or inspire entrepreneurs how to get their business up and running or onto the next stage.

2. SALES & MARKETING

Books that offer guidance and information around sales and/or marketing in today's business environment.

3. HR & MANAGEMENT

Books focused on improving people skills and/or innovative team management.

4. DIVERSITY, INCLUSION & EQUALITY BOOK

Books that promotes the importance of diversity, inclusion and equality in business and beyond.

5. CHANGE & SUSTAINABILITY

Books that explore how technology, culture or best practice can improve business.

6. LEADERSHIP FOR THE FUTURE

Books that challenge or inspire leadership styles that positively impact organisations and teams.

7. BUSINESS SELF-DEVELOPMENT

Self-development books that give individuals the practical business skills to become better at what they do.

8. PERSONAL DEVELOPMENT & WELLBEING

Self-help books that offer insights and improvement in physical and mental health, and personal skills development.

9. SHORT BUSINESS BOOK

Small format or short-form business books that perfectly present their subjects with brevity and clarity.

10. SPECIALIST BUSINESS BOOK

Books aimed at a niche readership or specific type or area of business.

11. BUSINESS JOURNEY BOOK

International books that are biographies, autobiographies and other personal stories that inspire and inform business people.

12. INTERNATIONAL BUSINESS BOOK

Influential business books from around the world.

BUSINESS BOOK OF THE YEAR

To be picked from the category winners.





THE BUSINESS BOOK AWARDS 2021

For more information visit
the Business Book Awards website at
www.businessbookawards.co.uk or contact
ThinkFest on 0121 708 0731

THE BUSINESS
BOOK AWARDS
2019

#BBA2021

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