



Shortlist for Business Book Awards 2021 Announced Online

The highly anticipated Shortlist for the Business Book Awards 2021 has been announced for top business books published over the past 12 months. Authors, publishers and business figures gathered behind their screens to watch the buzzing online shortlist reveal party to celebrate the incredible breadth, diversity and quality of business book publishing in the UK and across the globe.

The Business Book Awards are now in their 4th year celebrating the quality and variety of business books and offer industry wide recognition to new and established authors writing on a range of subjects for a diverse readership. In a year that has provided business leaders around the world with an unprecedented combination of both personal and professional challenges, this year's awards cover 12 different categories ranging from 'Start-up/Scale-up' and 'Business Journey' through to 'Business Self-Development' and 'Personal Wellbeing' to reflect the wide range of skills required for business success in the future.

Speaking at the launch of the 2021 awards, founder Lucy McCarraher said: "Many of the challenges that business leaders have come up against in the past 12 months could never have been foreseen at the start of 2020, but business books have provided a source of invaluable advice, inspiration and escapism for millions of people around the world. It has been fascinating to see how authors and publishers have adapted, so we feel it is more important than ever to unearth, recognise and celebrate the very best books of the year. I am proud to announce that this year we received over 275 entries and more than 40% of entries were from female authors."

The winner of Business Book Awards 2021 Greg Orme, author of *The Human Edge*, went on to speak about the incredible impact last year's award has had for him both personally and professionally. He shared his own personal journey about books and how he came to write his own.

Below is a full list of the shortlisted books:

Start-up / Scale-up Book 2021

Out of Office by Fiona Thomas
The Unfair Advantage by Ash Ali & Hassan Kubba
Investable Entrepreneur by James Church
Boss It by Carl Reader
Investor Ready by Julie Barber
Culture by Alexander Nicolaus

Sales & Marketing Book 2021

Wonder Leads by Dave Holloway
Greener Marketing by John Grant
Embrace the Space by Gary Ennis & Colin Kelly

Instagram Rules by Jodie Cook
The Profit Secret by Nick Baldock & Bob Hayward
Myths of Social Media by Michelle Carvill & Ian MacRae
Holistic Email Marketing by Kath Pay
Hyper Yourself by Lucy Werner

HR & Management Book 2021

Personalization at Work by Rob Baker
Leap into HR Consulting by Sarah Hamilton-Gill
The Energize Workplace by Perry Tims
Mental Health and Wellbeing in the Workplace by Gill Hasson & Donna Butler
Flexible Working by Gemma Dale
Solving the Productivity Puzzle by Tim Ringo

Diversity, Inclusion & Equality Book 2021

Belonging by Kathryn Jacob, Sue Unerman and Mark Edwards
Them and Us by Philippe Legrain
The Values Compass by Dr Mandeep Rai
Your Second Phase by Kate Usher
The Silence Voice by Dr Marcia Morgan
Shujaa'Ah by Annabel Harper
Is That Clear? by Zanne Gaynor, Kathryn Alevizos & Joe Butler
The Midlife Review by Steve Butler & Tony Watts

Change & Sustainability Book 2021

Be Less Zombie by Elvin Turner
The Power to Change by Campbell Macpherson
The HERO Transformation Playbook by Arif Harbott & Cuan Mulligan
Tech Trends in Practice by Bernard Marr
Influencers and Revolutionaries by Sean Pillot de Chenecey
The Purpose Myth by Charlotte Cramer

Leadership for the Future Book 2021

I Don't Agree by Michael Brown
Leader by Katy Granville-Chapman & Emmie Bidston
The 3D Leader by Terence Mauri
The Management Delusion by Matt Casey
Fast Times by Arun Arora, Peter Dahlstrom, Klemens Hjartar & Florian Wunderlich
Power Of Love Leadership by Sarah Higgins
Be The Leader You Want to See by Susie Ramroop
Leaders in Lockdown by Atholl Duncan

Business Self Development 2021

Love Your... Inposter by Rita Clifton
Soft Skills Hard Results by Anne Taylor
Improvise by Max Dickins, Connect - Guy Lubitsh & Tami Lubitsh-White

Unlock Your Career Success by Christine Brown-Quinn
The Monday Revolution by David Mansfield

Personal Development & Wellbeing Book 2021

Why Losing Your Job Could be the Best Thing That Ever Happend to You by Eleanor Tweddell
How to be a well being by Dr Andy Cope, Jim Pouliopiulos & Sanjeev Sandhu
No Longer Last on the List by Jo Bevilacqua
The Simplicity Principle by Julia Hobsbawn
The Success Trap by Amina Aitsi-Selmi
Parenting the conundrum child by Aneisa Blore
Just Ask by Andy Lopata
Change your life in 5 by Sue Belton

Short Business Book 2021

Bear Markets by Dhruti Shah and Dominic Bailey
Free the Hidden Speaker Inside by Mariette Richardson
The Profit Mindset by Andy Cristin
20 Rules of PR by Sam Brown
Connected Leadership by Andy Lopata
Glory by Louise R. Turner
Work Worth Doing by Chet Morjaria

Specialist Business Book 2021

How to Raise Entrepreneurial Kids by Jodie Cook and Daniel Priestley
The Beginning of the End by Dr Terri Bourne
Financial Planning for Entrepreneurs by James Woodfall
Crisis Proof by Jonathan Hemus
Rubbing Shoulders with the Best by Kathy Scott
The Power of Not Thinking by Simon Roberts
The 4 Day Week by Andrew Barnes
Winner by Denise O'Leary

International Business Book 2021

Edge by Laura Huang
Building a Bassass Boutique by Emma Barry
Humanocracy by Gary Hamel
Attention by Rob Hatch
The Business Model Navigator by Oliver Gassmann et al
Women of Color in Tech by Susanne Tedrick
Essays on Beta Vol. 1 by Niels Pflaeging
Transformation in Times of Crisis by Nitin Rikesh & Jerry Wind
Beyond Entrepreneurship 2.0 by Jim Collins

Business Journey Book 2021

65 Roses And A Trunki by Rob Law MBE with Dr. Peter Hughes
You've Got This by Dorota Pawlak

Lifting The Floor by Michael Tobin OBE

100 Million Hair Ties And A Vodka Tonic by Sophie Trelles - Tvede

Why Put A Bow Tie On A Llama? by Celia Gaze

Game Changer by Rob Angel

The winners of the 2021 Business Book Awards will be announced online on Tuesday 25th May, to find out more visit: <https://businessbookawards21.eventbrite.co.uk> .

MEDIA CONTACT:

For further information, a guest article, interview or expert comment from the founder of the Business Book Awards Lucy McCarraher, its judges and this year's shortlisted authors please contact one of The Book Publicist team:

Matt Davidson

e: matt@thebookpublicist.co.uk

m:+44 (0)7813 143 498