

CMI MANAGEMENT BOOK OF THE YEAR.

Guidance for Publishers.

2018-19!



The CMI Management Book of the Year, in association with the British Library, celebrates the very best books in the field of management and leadership.

GUIDANCE FOR PUBLISHERS.

The CMI Management Book of the Year competition aims to identify exceptional management books and to signpost managers to the must-read literature in their field. There will be category winners as well as one overall winner which will truly deserve the accolade of “Management Book of the Year”. But in order for us to give this award, we need entries – that’s where you come in!

WHEN ENTERING BOOKS INTO THE COMPETITION, FIRST ASK YOURSELF THREE QUESTIONS:

1. Is the book published between 1st August 2017 and 31st July 2018?
2. Is it published or distributed in print copy in the UK?
3. Is it a management book?

If the answer to all three is “yes” then you can start to consider which category to enter the book into. **Thinking carefully about which category to enter your book into is likely to pay off in that it will give your book a higher chance of success in the competition.**

For example, a book written in an academic style would be unlikely to do well in the Aspiring Leader category, and a Management Futures book should have a clear future focus. Even if it’s a great book, entering it into the wrong category could result in it not getting the attention it deserves.

Choosing a category shouldn’t be rocket science but at the same time, there are some books where the decision will be trickier than others. Therefore, we have prepared some guidance which we hope you will find helpful.

IN ADDITION, PLEASE NOTE THAT THE FOLLOWING GENRES OF BOOK WILL BE UNLIKELY TO FIND FAVOUR WITH THE JUDGES:

- business biographies, unless they can demonstrate practical lessons for other managers and leaders
- academic research monographs
- ‘self-help’ books on topics such as personal finance.

CATEGORIES 2019.

NEW ASPIRING LEADER

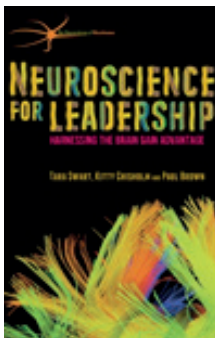


Awarded to the entry that, in the opinion of the judges, would be most useful to a newly appointed or aspiring manager in accelerating their skills development and providing inspiration.

This is a further evolution of the category that previously focused exclusively on textbooks and titles that may be of benefit to new managers.

We have decided to broaden the focus of this category to include learning texts designed to support newly appointed managers as well as aspiring leaders, whether or not they are enrolled on a formal course of study.

PRACTICAL MANAGER



Awarded to the entry that, in the opinion of the judges, offers the best practical and accessible insights or guidance to help managers in their work or professional development.

Books in this category should be practical, but that doesn't mean that more thoughtful or inspiring books won't be successful. Books in this category tend to be more general management books suited for experienced managers seeking new tools or insights. We will also accept books which focus on learning and development techniques and encourage continuing professional development.

Example of a previous winner: *Neuroscience for Leadership* by Tara Swart, Kitty Chisholm and Paul Brown, published by Palgrave Macmillan.

INNOVATION AND ENTREPRENEURSHIP

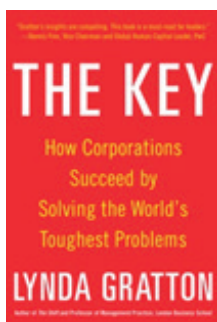


Awarded to the entry that, in the opinion of the judges, will best inspire innovation, encourage business or product development or support organisational development and adaptability.

Books in this category should be focused on change and improvement, or starting something new. Books should either be aimed at entrepreneurs or those aiming to bring about innovation within an organisation.

Example of a previous winner: *Frugal Innovation* by Navi Radjou and Jaideep Prabhu, published by Profile (Economist Books).

MANAGEMENT FUTURES



Awarded to the entry that, in the opinion of the judges, offers a valuable insight into the future of management, providing current and aspiring managers with the skills or knowledge to support them in the workplace of the future.

Books in this category should enlighten readers on the future of management, by considering the skills required and/or providing insights around the future working environment.

Example of a previous winner: *The Key* by Lynda Gratton, published by McGraw-Hill Education.