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Author John Baker and “The Asking Formula” Receive Axiom Business Book Award

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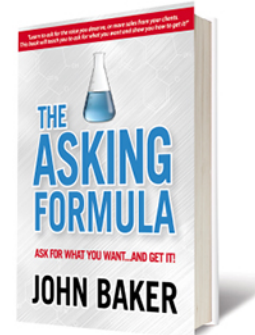
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Axiom Awards honor the best business books published during the past year.

SAINT PAUL, MN (April 2, 2014) – Jenkins Group Inc., announced recently that “The Asking Formula,” created by author and speaker John Baker, earned a 2014 Silver Axiom Business Book Award. This is the 7th annual recognition announcement from the publishing firm, honoring the best business books published during the past year. This is the second award “The Asking Formula” has received, as it was recognized last spring as “Book of the Year” by the American Association of Inside Sales Professionals (AA-ISP).

Baker has shared his methodology outlined in “The Asking Formula” through programs and keynote addresses across the country and in Europe during the past year. Participants learn and practice a six-step repeatable process they can apply in professional and personal situations to “ask for what they want... and get it.” Baker’s humor, expertise and coaching style create an entertaining learning environment. Learn more about The Asking Formula in [this video](#).

“I am delighted to be a multiple Axiom award winner and gratified that my simple, straightforward message in The Asking Formula has been so widely embraced. It’s an honor to be recognized among these authors and it’s been rewarding to help so many people advance their professionalism and improve their communication skills,” said the author, John Baker.



Baker’s previous book, “Ready Thinking, Primed for Change” was also recognized with a Gold Axiom Business Book Award in 2009. Both books are available at www.theaskingformula.com.

The Axiom Business Book Awards are intended to bring increased recognition to exemplary business books and their creators, with the understanding that business people are an information-hungry segment of the population, eager to learn about great new books that will inspire them and help them improve their careers and businesses.

"This year more than ever, the Axiom Award-winning books share knowledge that will help businesses grow and thrive, with advice and inspiration from the world's best business minds," said company founder Jerrold Jenkins. "Today's innovative business people keep up on the latest trends through reading. These awards are meant to bring great books and great business people together." A complete list of winners is available [here](#).

About John Baker

John Baker is an expert on teaching people to ask more effectively for what they want and gain the outcomes they desire. For over 25 years, he has taught thousands of individuals and teams a simple and practicable communications process that delivers consistently superior results. As COO for American Express and Ameriprise Financial, John has led global sales and service organizations, is an award-winning author and one of the country's most sought-after and charismatic speakers.



John Baker

About Axiom Business Book Awards

The Axiom Business Book Awards are the largest and most respected critical guidepost for business books in today's new world of publishing. These prestigious and competitive awards are presented in 21 business categories and serve as the premier list to help readers discover new and innovative works. Axiom Award-winning books will help readers understand changing trends and technologies affecting the business world and point out opportunities in our complicated new economy. Nearly 2,900 books have been reviewed during the tenure of the awards program.

For further information:

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