

Storytelling for Business Book by Greg Koorhan Receives International Book Award

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Readers' Favorite recognizes "Don't Sell Me, Tell Me: How to use storytelling to connect with the hearts and wallets of a hungry audience" by Greg Koorhan in its annual international book award contest.

The Readers' Favorite International Book Award Contest received thousands of entries from over a dozen countries, ranging from new independent authors to NYT best-sellers and celebrities.

Readers' Favorite is one of the larger book review and award contest sites. They have earned the respect of renowned publishers like Random House, Simon & Schuster, and Harper Collins, and have received the "Best Websites for Authors" and "Honoring Excellence" awards from the Association of Independent Authors. They are also fully accredited by the BBB (A+ rating), which is a rarity among Book Review and Book Award Contest companies.

Readers' Favorite breaks down the contest into 140+ genres, and each genre is judged separately, ensuring that books only compete against books of their same genre for a fairer and more accurate competition. They receive submissions from independent authors, small publishers, and publishing giants such as Random House, HarperCollins and Simon & Schuster, with contestants that range from the first-time, self-published author to New York Times bestsellers like J.A. Jance, James Rollins, and #1 best-selling author Daniel Silva, as well as celebrity authors like Jim Carrey (Bruce Almighty), Henry Winkler (Happy Days), and Eriq La Salle (E.R., Coming to America).

Karen A., Editor for Penguin Random House, said, "When the right books are picked as winners we pay attention. We will be spreading the word about Readers' Favorite."

"Don't Sell Me, Tell Me" by Greg Koorhan won the Bronze Medal in the Non-Fiction - Business/Finance category.

Those interested can learn more about Greg Koorhan and "Don't Sell Me, Tell Me" at

<https://readersfavorite.com/book-review/dont-sell-me-tell-me> where readers can read reviews and the author's biography, as well as connect with the author directly or through his website and social media pages.

For more information on Readers' Favorite:

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Greg Koorhan

Greg Koorhan helps small businesses create and communicate their compelling story so they stand out from the sea of competition, create raving fans and increase revenue faster than ever.

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