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## Best Selling Author John Cote's book "Mobilize Your Customers" Is Name a Winner in the 2013 Small Business Book Awards

Cleveland, OH, March 28, 2013 - "[Mobilize Your Customers](#)" by John Cote, CEO of Rocket Social Marketing in Huntsville, Alabama has been named a winner in the 2013 Small Business Book Awards in the category of Marketing.

[The Small Business Book Awards](#) celebrate the best business books that appeal to entrepreneurs, small business owners, CEOs, managers and their staffs. The Awards also recognize key resources supporting business book authors and the publishing industry.

"We are thrilled that "Mobilize Your Customers" has won this award along with several other very prestigious books," stated John Cote "We have been receiving a great deal of support from the business community and we were fortunate to become #1 on the Amazon.com Best Sellers List last fall. It was an honor to have been considered and the social media aspect of the voting was fun and highly engaging. We received a large response from our followers which we greatly appreciated and that helped us win the award."

The Small Business Book Awards are more than just an honor -- they include a prestigious online event in which readers, fans, book lovers and the small business community nominate and vote on their favorites. Social media sharing is encouraged, and the Awards technology platform enables book authors to network and engage online with readers and fans.

"Today's business owners are hungry for information and insights to help them run a successful business. Also, they use books as a way to grow and develop their employees and management teams. The Small Business Book Awards are a way to acknowledge the books that small business owners and entrepreneurs appreciated over the past year," said Ivana Taylor, Book Editor at Small Business Trends, which produces the Awards.

"This year we've expanded the book categories to 10. We've also added a non-book category for technology and other support resources that help authors get their books into readers' hands. This year we specifically welcome electronic books, too. Business books today don't always fit neatly into the mold of traditionally-published print books. Annual sales of electronic books now exceed \$1 billion and continue to grow, according to BookStats," noted Anita Campbell, CEO of Small Business Trends and Founder of the Awards.

The Small Business Book Awards for 2013 are presented with generous support by [Namecheap.com](#). "We are proud and honored to support the small business community and the Small Business Book Awards.

Small business is the backbone of our economy and entrepreneurs the driving force. At Namecheap, we've always been a small business focused company and anything we can do to further and promote small business and the spirit of entrepreneurship is something we love being involved with," adds Namecheap CEO Richard Kirkendall.

#### **About the Small Business Book Awards**

[The 2013 Small Business Book Awards](#) are now in their 5th year. More than just an honor, the Awards are a unique social online event that enables the small business community to nominate, show their support for, and vote on their favorite business books. The Awards combine recognition for a job well done, honors and prestige -- along with providing a high-profile opportunity for authors to engage with fans, network through social media, and increase publicity. The Small Business Book Awards are produced by [Small Business Trends](#), an award-winning online publication, which along with its sister sites, serves over 5,000,000 small business owners, stakeholders and entrepreneurs annually. Small Business Trends for the past five years has published weekend reviews of small business books, amassing hundreds of independent reviews.

#### **About John Cote**

[John Cote](#) is the author of the Amazon.com #1 Best Selling Book, "Mobilize Your Customers - Create Powerful Word of Mouth Advertising Using Social Media, Video and Mobile Marketing to Attract New Customers and Skyrocket Your Profits." His company, [Rocket Social Marketing](#) is a member of the Power Marketing Consultants Network and they are starting their 5th year. They focus on helping small to medium sized businesses generate more revenue using social media, mobile marketing, automated lead capture and follow-up systems.

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