

VALUEPRENEURS Makes History as the Most Awarded Entrepreneurial Book Ever

Steve Waddell's VALUEPRENEURS sets a record with 17 awards, transforming entrepreneurship with a value-driven approach

SUFFOLK, VA, UNITED STATES, September 20, 2024 /EINPresswire.com/ -- VALUEPRENEURS: The New Rules for Building Products, Growing Your Business, and Achieving Your Entrepreneurial Dream, authored by Steve Waddell and launched in January 2024, has achieved a historic milestone by winning more awards than any other entrepreneurial book in history. The transformative guide has not only captivated the business world but is also being adopted by educational institutions for classroom use this fall.

A RECORD-BREAKING LIST OF ACCOLADES

Winner - International Impact Book Award, 2024

Winner - The BookFest Awards 2024, First Place, Business - Entrepreneurship

Winner - International Firebird Book Awards 2024, Business/Entrepreneurship & Small Business

Winner - International Firebird Book Awards 2024, Interior Design Nonfiction

Winner - Nonfiction Book Awards Gold Winner, Business and Money, Prescriptive Nonfiction

Winner - PenCraft Book Award, 2024 Spring Nonfiction Business/Finance

Winner - Dan Poynter's Global eBook Award Silver, Business-Non-Fiction

Winner - Indie Author Excellence Award, Business Entrepreneurship & Small Business

Finalist - Next Generation Indie Book Awards, Business

Winner - Storytrade Awards, August 2024 Winner, Business/Finance category

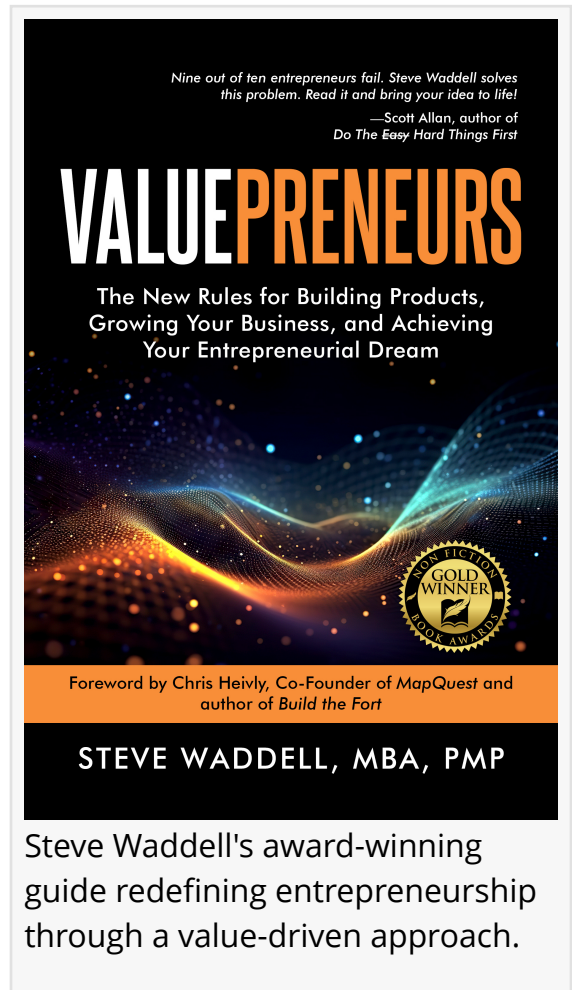
Winner - Reader Views Literary Awards, December 2024

Winner - Regal Summit Book Award, Business/Investing/Marketing, July 2024

Winner - Global Book Awards, August 15, 2024, Gold Winner: Business-Entrepreneurship

Winner - Independent Author Awards, 2024 Business/Motivational

Winner - Literary Titan Gold Book Award 2024



Winner - Reader's Favorite Gold Medal
Winner, Non-Fiction -
Business/Finance
Winner - National Indie Excellence
Awards, Business/Entrepreneurship &
Small Business

TRANSFORMING THE
ENTREPRENEURIAL LANDSCAPE
VALUEPRENEURS introduces a
revolutionary approach to
entrepreneurship by emphasizing a
value-driven product development
process. The book guides readers to
start with a problem, listen to pain
points, and solve them through a
proven methodology that prioritizes delivering real value.

CELEBRATED BY EXPERTS, HONORED WITH MULTIPLE AWARDS
Discover Why Industry Leaders And Reviewers Agree: This Book Stands Head And Shoulders Above The Rest.



Sample Praise From Reviewers:
"A must-read for any aspiring entrepreneur!"
"Friendly narration and a logical flow of ideas set this book well apart."
"This author's wisdom is drawn from a wealth of experience & offers a clear path to success."
"The step-by-step process, instructions, insider tips, & real-life examples are quite valuable."

Valuepreneurs: With 11 Awards and Counting, 'Valuepreneurs' is the Most Award-Winning Entrepreneurial Book Ever

FORWARD BY CHRIS HEIVLY, CO-FOUNDER OF MAPQUEST

“

With 95% of new products failing, my goal with this book is to help change those numbers by providing everything I've learned—a roadmap for others to follow.”

*Steve Waddell, Author of
VALUEPRENEURS*

Chris Heivly, co-founder of MapQuest and startup community builder, penned the foreword and praised the book's impact:

"Valuepreneurs is an essential read for anyone who dreams of turning their innovative product idea into reality. The 5-stage, 15-step VDPD process is more than a guide; it's a mentor, a motivator, and a means to forge the path from idea to successful execution."

HEIVLY DRAWS PARALLELS BETWEEN WADDELL'S
APPROACH AND HIS OWN PHILOSOPHY

"The parallel between Steve's Valuepreneurs framework

and my 'Build the Fort' metaphor in my two books is strong. It's a shared philosophy that recognizes the complex terrain entrepreneurs must traverse and the overwhelming need to simplify our approach."

RAVE REVIEWS FROM EDUCATORS AND INDUSTRY EXPERTS

Ashley L. Houchins Smith, Entrepreneurship & Business Academy Teacher, Kempsville High School, Virginia Beach, VA:

"Valuepreneurs serves as an exceptional guide for young entrepreneurs, offering a roadmap from ideation to realization and beyond. As a high school entrepreneurship educator, I'm constantly seeking resources for my class. After years of collecting various texts, none had fully encapsulated the journey until I encountered this gem. The book covers a multitude of topics,

breathing life into them with relevance and impact. I wholeheartedly believe that Valuepreneurs will empower my students with a more critical and creative mindset in their entrepreneurial journey."

READERS' FAVORITE

"Valuepreneurs by Steve Waddell is a genuinely effective self-help guide for entrepreneurs... The writing style is simple, straightforward, conversational, and, best of all, it is accessible... Very highly recommended." — Jamie Michele, Readers' Favorite

BOOK-BUY

"This book isn't just words on paper. It's like having a wise mentor by your side, sharing the secrets of their success." — Sam Wright, Book-Buy

KIRKUS REVIEWS

"All the ideas are clearly and energetically presented... His forthright enthusiasm, coupled with his illustrative graphics, together allow him to lay out the fundamentals in ways that even experienced entrepreneurs will find helpful."

AUTHOR'S VISION AND IMPACT

Steve Waddell, a visionary entrepreneur with over [X] years of experience in product development and business growth, has crafted a blueprint for success that resonates with both seasoned business owners and aspiring entrepreneurs.

"I am humbled and thrilled by the recognition 'VALUEPRENEURS' has received," said Steve Waddell. "With 95% of new products failing, as noted by Harvard Professor Clayton Christensen, and 9 out of 10 startups failing according to Forbes, my goal with this book is to help change those numbers. By sharing everything I've learned—from both failures and successes—I aim to provide a roadmap for others to follow. Seeing 'VALUEPRENEURS' embraced by educational institutions and honored by esteemed awards is truly gratifying, as it means we're taking steps toward empowering entrepreneurs to succeed."

EDUCATIONAL ADOPTION

Educational institutions are incorporating VALUEPRENEURS into their curricula, acknowledging its practical insights and actionable strategies. The book is set to inspire students this fall, equipping them with the tools to navigate the complex world of entrepreneurship with



VALUEPRENEURS

Valuepreneurs logo depicting collaboration between entrepreneur and customer—sharing ideas (light bulb) and creating solutions (gear) within a dialogue bubble, symbolizing value-driven innovation through collaboration..

confidence and purpose.

MEDIA INTEREST AND INDUSTRY BUZZ

The unprecedented accolades have caught the attention of media outlets and industry leaders. VALUEPRENEURS is being hailed as a must-read for anyone looking to make a meaningful impact in the business world.

ABOUT THE AUTHOR

Steve Waddell is a visionary entrepreneur with over 30 years of experience in product development and business growth. Recognizing that 95% of new products fail and 90% of startups don't succeed, Steve developed the Value-Driven Product Development (VDPD) process to change those statistics. His methodology has guided countless entrepreneurs in turning their innovative ideas into successful products. Steve's mission is to empower others to achieve their entrepreneurial dreams by focusing on creating genuine value.

AVAILABILITY

VALUEPRENEURS: The New Rules for Building Products, Growing Your Business, and Achieving Your Entrepreneurial Dream is available now at major bookstores, online retailers, and in e-book formats.

[FOR REVIEW OR MEDIA COPIES](#)

ABOUT [ROSENTHOR PUBLISHING](#)

RosenThor Publishing, founded by Steve Waddell and Becky Reed, is dedicated to creating inspiring books while supporting meaningful causes. Named after their beloved rescue dogs, Rose and Thor, the company embodies a commitment to animal welfare. A portion of proceeds from each book sold is donated to German Shepherd rescue organizations like the Southeast German Shepherd Rescue (SGSR), aiding in rescuing dogs and finding them loving homes. By choosing RosenThor Publishing, readers not only gain valuable insights but also contribute to a noble cause.

Steve Waddell

Valuepreneurs

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