

LIST OF BOOKS FOR MARKETING

1. Influence: The Psychology of Persuasion by Robert B. Cialdini
2. Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath
3. Purple Cow: Transform Your Business by Being Remarkable by Seth Godin
4. Contagious: How to Build Word of Mouth in the Digital Age by Jonah Berger
5. Positioning: The Battle for Your Mind by Al Ries and Jack Trout
6. Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim and Renée Mauborgne
7. Marketing 4.0: Moving from Traditional to Digital by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan
8. The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses by Eric Ries
9. Building a StoryBrand: Clarify Your Message So Customers Will Listen by Donald Miller
10. Crushing It!: How Great Entrepreneurs Build Their Business and Influence—and How You Can, Too by Gary Vaynerchuk
11. This Is Marketing: You Can't Be Seen Until You Learn to See by Seth Godin
12. Hooked: How to Build Habit-Forming Products by Nir Eyal
13. The Tipping Point: How Little Things Can Make a Big Difference by Malcolm Gladwell
14. Permission Marketing: Turning Strangers into Friends and Friends into Customers by Seth Godin
15. Influencer: Building Your Personal Brand in the Age of Social Media by Brittany Hennessy
16. The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk! by Al Ries and Jack Trout
17. Marketing Management by Philip Kotler