

# **TOP 10 MARKETING BOOKS TO READ THIS YEAR**



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## Top 10 Marketing Books to Read This Year

Marketing is one of the most important aspects of your business. Learn about all the different types of marketing and get the right mindset by reading every one of these books this year. These books will help you succeed.

### Book #1: The Content Formula: Calculate the ROI of Content Marketing & Never Waste Money Again by Michael Brenner and Liz Bedor

<https://www.amazon.com/Content-Formula-Calculate-Marketing-Never/dp/0997050802>

The screenshot shows the Amazon product page for the book "The Content Formula: Calculate the ROI of Content Marketing & Never Waste Money Again" by Michael Brenner and Liz Bedor. The book cover features a hand holding a coin over a piggy bank. The page displays the title, authors, and a 4.5-star rating from 26 customer reviews. The price is listed as \$18.89 (Prime), with a list price of \$20.99. The page also shows the "Add to Cart" button and shipping information.

Format	Price
Kindle	\$9.99
Paperback	\$18.89 (Prime)
Audible	\$0.00

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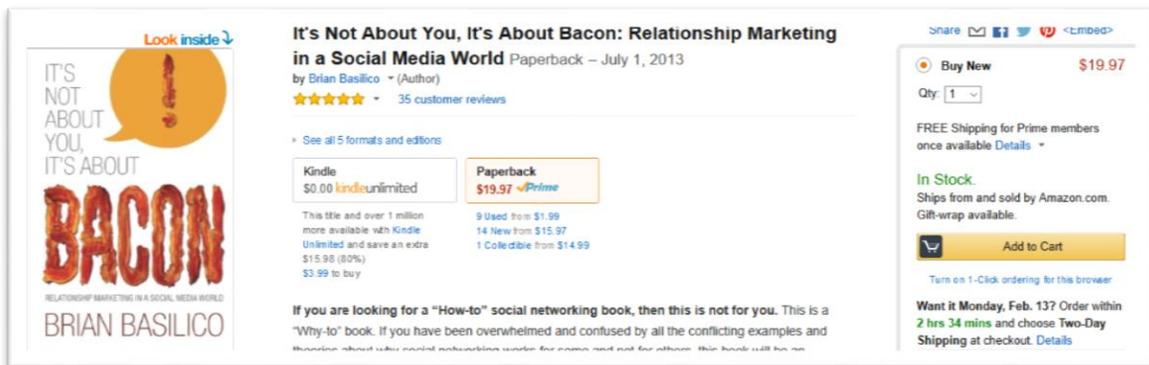
In Stock. Ships from and sold by Amazon.com. Gift-wrap available.

Want it Monday, Feb. 13? Order within 2 hrs 42 mins and choose Two-Day Shipping at checkout. Details

Content marketing is one of the most important types of marketing to learn about. It can be quite expensive due to all the types of content you need to get the results that you want. But, there are ways to save money ensuring that you do it right from the start. This is a very basic overview that will help you make a huge difference in your marketing efforts.

## Book #2: It's Not About You, It's About Bacon: Relationship Marketing in a Social Media World by Brian Basilico

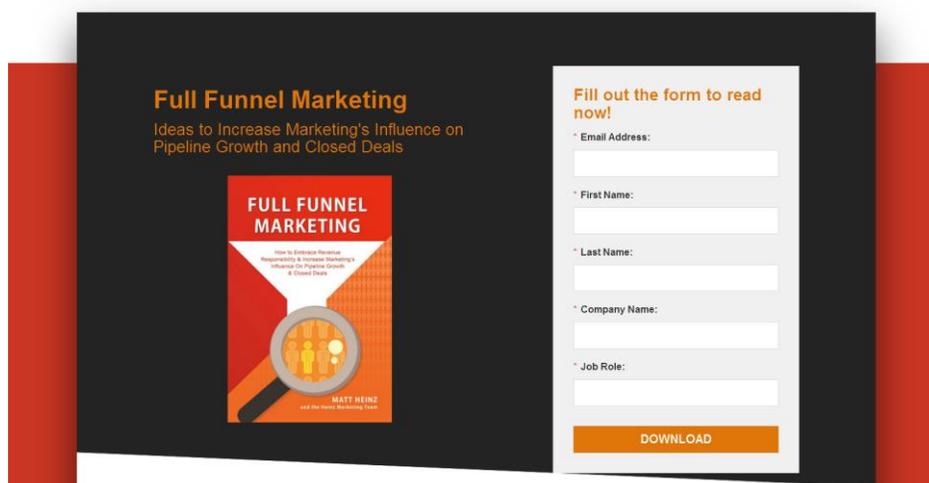
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Relationship marketing is the type of marketing that really builds a brand. If you want to be known as the “go-to” person for your niche you need to learn as much as you can about relationship marketing. Basilico’s book is a fun book to read that will make you laugh out loud but it’s also a serious marketing book with tips and advice that will help you learn enough about relationship marketing to get you started on the right track.

## Book #3: Full Funnel Marketing by Matt Heinz

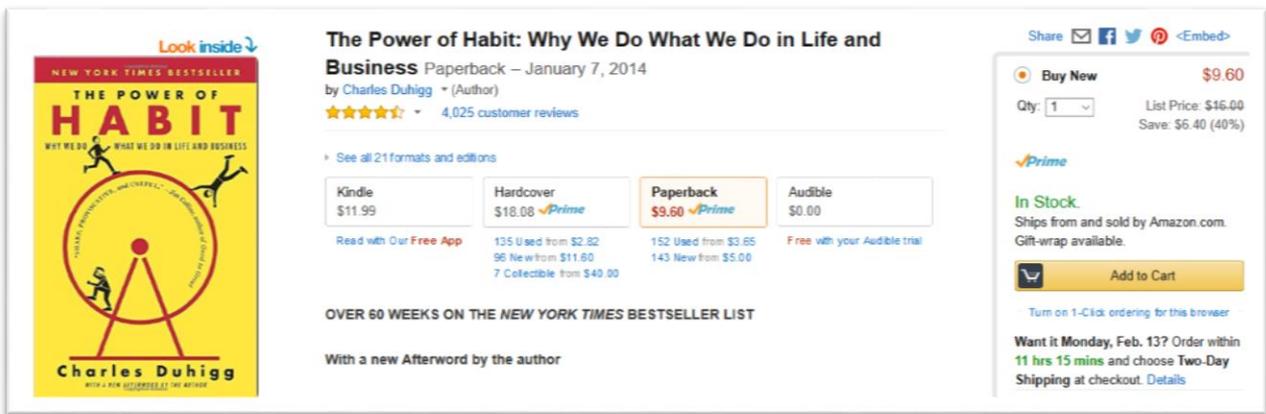
<http://results.heinzmarketing.com/FullFunnelMarketing.html>



Developing funnels for marketing will help you break through to the next level. You probably already do it a little bit without noticing. But, if you sit down and plan your funnels you'll see a huge boost in return on investment that you never thought possible. Creating amazing and effective funnels requires research and knowledge about your product, your customers, and your overall goals for your business. This book will help you. Plus, it's free.

## Book #4: The Power of Habit: Why We Do What We Do in Life and Business by Charles Duhigg

<https://www.amazon.com/Power-Habit-What-Life-Business/dp/081298160X>



The image shows the Amazon product page for the book "The Power of Habit: Why We Do What We Do in Life and Business" by Charles Duhigg. The page features the book's cover on the left, which is yellow with a red and black illustration of a person climbing a ladder. The title is prominently displayed in red and black. The main content area on the right shows the book's title, author, and publication date (January 7, 2014). It includes a star rating of 4.5 out of 5 based on 4,025 customer reviews. Below this, there are four format options: Kindle (\$11.99), Hardcover (\$18.08 with Prime), Paperback (\$9.60 with Prime), and Audible (\$0.00). The paperback option is highlighted. A section below the formats states "OVER 60 WEEKS ON THE NEW YORK TIMES BESTSELLER LIST" and "With a new Afterword by the author". On the far right, there is a "Buy New" section showing a price of \$9.60, a quantity selector set to 1, and a list price of \$16.00 with a 40% discount. There is also a "Prime" badge and an "Add to Cart" button.

This is not really a “marketing” book in the traditional sense. But, learning how habits can change your life will make you a more effective marketer. When you learn to identify the actions in your life that will help you reach your goals, you can use those to work towards making them a habit. This in turn will help you succeed in everything you do in both business and life.

## Book #5: Moment Marketing: Optimizing Every Step of the Customer Journey, by Randy Wootton and Eric Duerr and Ken Rufo

<https://www.amazon.com/Moment-Marketing-Optimizing-Customer-Journey/dp/111936129X/>



The image shows the Amazon product page for the book "Moment Marketing: Optimizing Every Step of the Customer Journey" by Randy Wootton, Eric Duerr, and Ken Rufo. The page features the book's cover on the left, which has a colorful, abstract design with curved lines in various colors. The title is prominently displayed in red and black. The main content area on the right shows the book's title, authors, and publication date (May 22, 2017). It includes a "See all formats and editions" link. Below this, there is a "Hardcover" option for \$25.00 with Prime, and a "1 New from \$25.00" note. A section below the formats states "Transform marketing strategy, data, and decisions for the digital age" and provides a brief description of the book. On the far right, there is a "Pre-order" section showing a price of \$25.00, a quantity selector set to 1, and a "Pre-order Price Guarantee" badge. There is also a "FREE Shipping for Prime members once available" note and a "Pre-order. Add to Cart" button.

Your customer has a journey that they go on too when they seek to buy anything. If you can understand your customer's journey through the buying process, you'll be able to make each part of the experience special. Optimizing each step of your customer's journey will make a huge difference in conversions and in customer satisfaction. They'll think that you can read their mind.

## Book #6: Internet Marketing for Small Business by Carl Willis

[https://www.amazon.com/Internet-Marketing-Small-Business-Effective/dp/1541342968/ref=cm\\_cr\\_ar\\_p\\_d\\_product\\_top?ie=UTF8](https://www.amazon.com/Internet-Marketing-Small-Business-Effective/dp/1541342968/ref=cm_cr_ar_p_d_product_top?ie=UTF8)

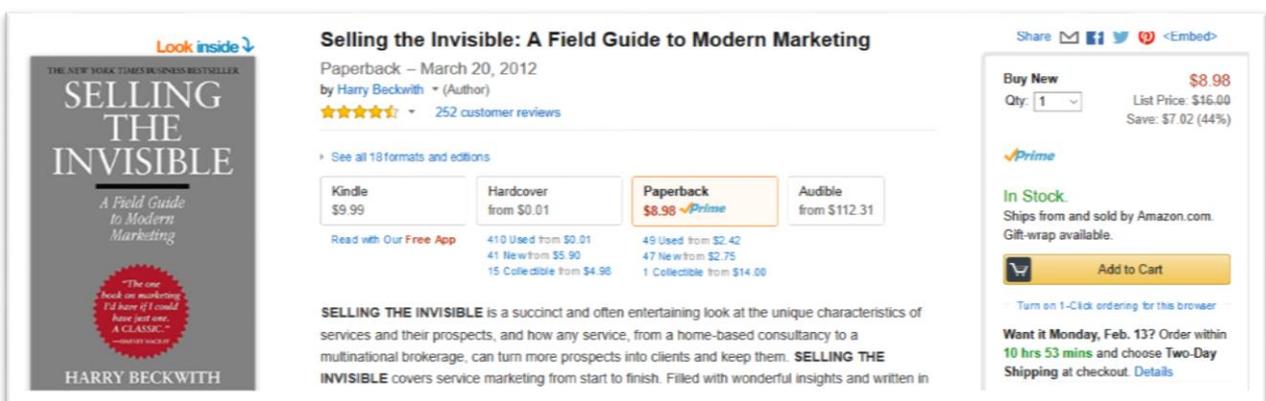


The image shows the Amazon product page for the book "Internet Marketing for Small Business: How to Develop an Effective Strategy for Your Business" by Carl Willis. The page features the book cover on the left, which is blue with white and yellow text. The title is "INTERNET MARKETING FOR SMALL BUSINESS" and the subtitle is "How to Develop an Effective Strategy for Your Business". The author's name, "CARL WILLIS", and his website, "simplicitymarketingllc.com", are at the bottom of the cover. To the right of the cover, the product title and author information are displayed. The book is available in Kindle (\$0.00) and Paperback (\$12.99) formats. The paperback price is marked as a Prime deal. The page also shows customer reviews (9 reviews), shipping information (FREE for Prime members), and a prominent "Add to Cart" button. A "Buy New" price of \$12.99 is shown at the top right.

Every business that exists should be marketing online, especially small businesses. Online marketing is not expensive, but it is very effective. This book is a good overview of all the marketing basics in the internet age. In full disclosure, the author also offers a course which they market at the end of his book. But, the information is accurate and you'll be able to use this book as a resource on its own too.

## Book #7: Selling the Invisible: A Field Guide to Modern Marketing by Harry Beckwith

<https://www.amazon.com/Selling-Invisible-Field-Modern-Marketing/dp/0446672319>

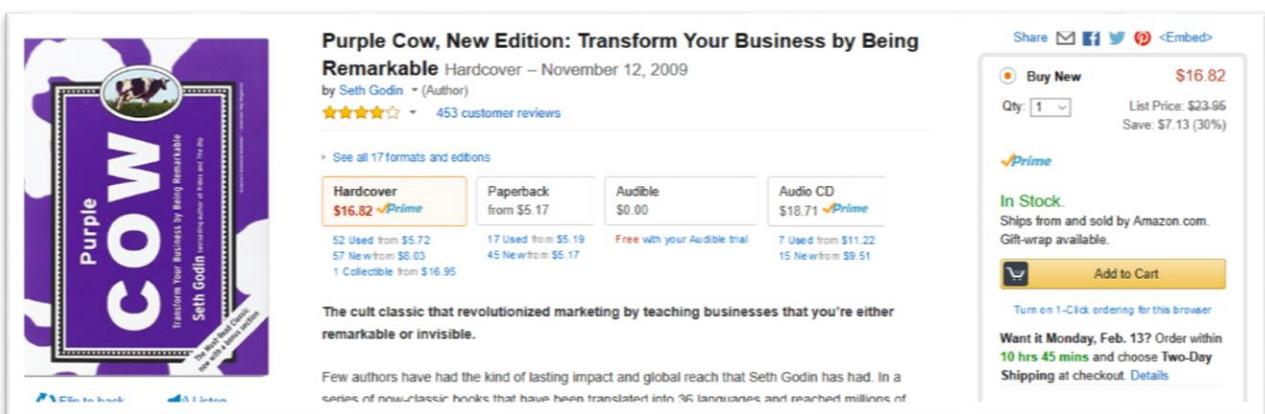


The image shows the Amazon product page for the book "Selling the Invisible: A Field Guide to Modern Marketing" by Harry Beckwith. The page features the book cover on the left, which is dark with white text. The title is "SELLING THE INVISIBLE" and the subtitle is "A Field Guide to Modern Marketing". The author's name, "HARRY BECKWITH", is at the bottom of the cover. To the right of the cover, the product title and author information are displayed. The book is available in Kindle (\$9.99), Hardcover (from \$0.01), Paperback (\$8.98), and Audible (from \$112.31) formats. The paperback price is marked as a Prime deal. The page also shows customer reviews (252 reviews), shipping information (FREE for Prime members), and a prominent "Add to Cart" button. A "Buy New" price of \$8.98 is shown at the top right, with a list price of \$16.00 and a 44% discount.

If you're involved in selling knowledge, this book is for you. It is a little bit dated in terms of technology but the information in the book is sound and it's an important book to read. The book teaches that perception is everything when it comes to value. If you can persuade your audience that your value is higher, you can increase your profits exponentially. This book also talks about building relationships and that quantity and speed aren't where you should be focused. Rather you should focus on quality and value.

## Book #8: Purple Cow, New Edition: Transform Your Business by Being Remarkable by Seth Godin

<https://www.amazon.com/Purple-Cow-New-Transform-Remarkable/dp/1591843170/>



The screenshot shows the Amazon product page for 'Purple Cow, New Edition: Transform Your Business by Being Remarkable' by Seth Godin. The book cover is purple with a cow illustration. The title is 'Purple Cow, New Edition: Transform Your Business by Being Remarkable' and the author is Seth Godin. The page shows the book is available in Hardcover (\$16.82), Paperback (\$5.17), Audible (\$0.00), and Audio CD (\$18.71). It has 453 customer reviews and is currently in stock. The page also features a 'Buy New' button, a quantity selector, and a 'Add to Cart' button. A 'Prime' badge is visible, indicating the book is in stock and ships from and sold by Amazon.com. A 'Want it Monday, Feb. 13?' banner is also present, offering 10 hrs 45 mins and choose Two-Day Shipping at checkout.

If you've been involved with online marketing (or any type of marketing) for any length of time you know who Seth Godin is. This is a great book from 2009 that everyone should read. It should be required reading for anyone who wants to learn how to stand out and compete in today's market. You should know the theme by the title: Be You. You'll never regret reading this book. While you're at it, order the rest of his books too.

## Book #9: Digital Influencer: A Guide to Achieving Influencer Status Online by John Lincoln

<https://www.amazon.com/Digital-Influencer-Achieving-Status-Online-ebook/dp/B01B6WT7K4/>



The screenshot shows the Amazon product page for 'Digital Influencer: A Guide to Achieving Influencer Status Online' by John Lincoln. The book cover features a portrait of John Lincoln. The title is 'Digital Influencer: A Guide to Achieving Influencer Status Online' and the author is John Lincoln. The page shows the book is available in Kindle (\$0.00), Paperback (\$12.99), and Audible (\$0.00). It has 21 customer reviews and is currently in stock. The page also features a 'Read for Free' button, a 'Buy now with 1-Click' button, and an 'Add Audible narration to your purchase for just \$1.99' option. A 'Prime' badge is visible, indicating the book is in stock and ships from and sold by Amazon.com. A 'Want it Monday, Feb. 13?' banner is also present, offering 10 hrs 45 mins and choose Two-Day Shipping at checkout.

You'll want this book, not only for the advice, but for the list of tools too. Becoming an influencer can make all the difference in your business. If you have a large hungry crowd who wants what you are offering, you'll be set for life. Everything you create will be gobbled up like it's going out of style. When you become the name behind your niche and a real mover and shaker online you can write your own paychecks. The author's step-by-step instructions will help you achieve your dreams if you implement. Remember, though, that when it comes to any type of digital marketing the tools change fast, but it doesn't dilute the importance of this book for smart marketers.

## Book #10: Don't Make Me Think: A Common-Sense Approach to Web Usability, 2nd Edition by Steve Krug

<https://www.amazon.com/Dont-Make-Me-Think-Usability/dp/0321344758>

**Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition** 2nd Edition  
by Steve Krug (Author)  
★★★★☆ 492 customer reviews

Look inside

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A Common Sense Approach to Web Usability

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When it comes to marketing, your website is paramount in ensuring your audience takes the right path toward becoming a customer. If your website is confusing, visitors won't be able to get to that point. In this book, the author shows you how to avoid overlooking factors that make users not only stay on your site but to buy and come back for more. The information is organized well and presented in a convincing conversational manner.

These books will help you learn more about marketing in today's world with savvy consumers who do their research prior to buying. These books will help you get up to date on marketing this year