



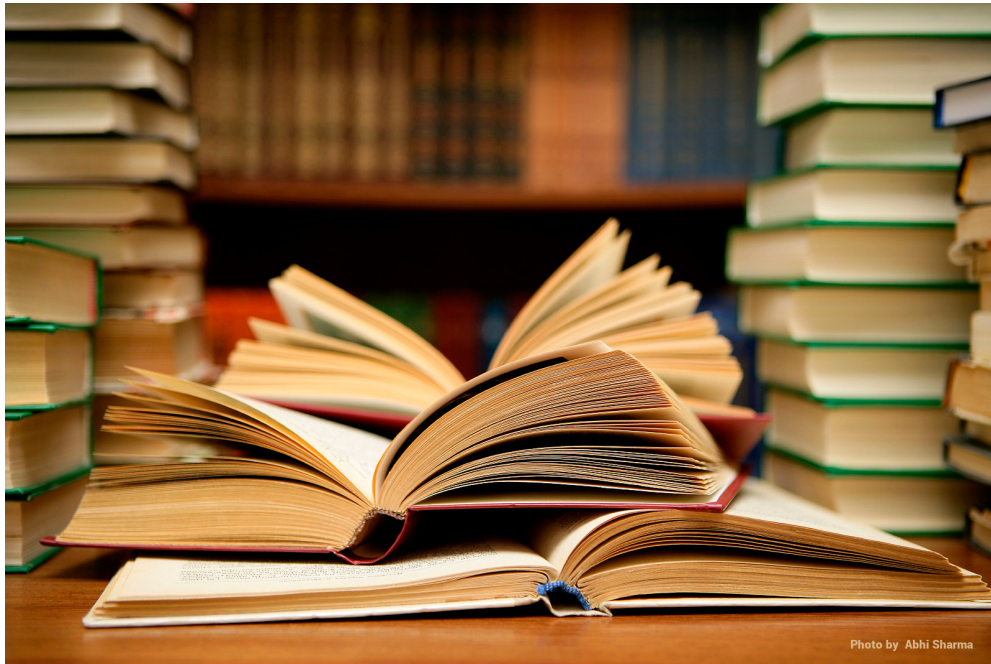
20 New Marketing & Communications Books Worth A Look

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It's been a great year for business books, especially when it comes to marketing, public relations, CX, sales, strategic communications, etc. Below please find a list of twenty titles published over the past ninety days that deserve a look. To be clear, I own all these books and have read at least a bit of titles 1-13 and have been quite impressed and look forward to diving deeper. Titles 14-20, you'll have seen me mention a bunch on Twitter, absolutely fabulous, and I need to catch up with some Amazon reviews. Thanks to all the authors out there and enjoy! Oh and apologies, ordinarily, I'd hyperlink all titles to Amazon, a bit rushed - but each can be easily found by searching via the title or author listed. Thanks!

1. Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies @deniseleeyohn
2. Beyond Influencer Marketing: Create Connections with Influential People to Build Authority, Grow Your List, and Boost Revenue @cloriskylie
3. Storynomics: Story-Driven Marketing in the Post-Advertising World @McKeeStory
4. Dr Growth: Hack Online Marketing, Unleash Your Growth, Become ar



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Free Upgrade to Premium

5. Brand Now: How to Stand Out in a Crowded, Distracted World @nick
6. Global CMO @gregpaul @shufengoh_
7. How Clients Buy: A Practical Guide to Business Development for Consulting Professional Services by Tom McMakin & Doug Fletcher
8. Marketing to Gen Z: The Rules for Reaching This Vast-and Very Different of Influencers @jefffromm @angieread
9. Would You Do That to Your Mother?: The Make Mom Proud Standard for how to Treat Your Customers @JeanneBliss
10. The Digital Marketing Handbook: A Step-By-Step Guide to Creating Websites That Sell @robertbly
11. Marketers, Tear Down These Walls!: Liberating the Postmodern Consumer @mikesolo
12. Crisis Ready: Building an Invincible Brand in an Uncertain World @mellssa_agnes
13. Data in Digital Advertising: Understand the Data Landscape and Design a Winning Strategy @dkosorin
14. Stop Selling and Start Leading: How to Make Extraordinary Sales Happen @debcavert
15. Never Lose a Customer Again @thejoeycoleman
16. Lost and Founder @randfish
17. Inbound Organization @dantyre @toddhockenberry
18. Inbound Selling @briansignorelli
19. Inbound PR @IliyanaStareva
20. LinkedIn Unlocked @meloniedodaro

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