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Useful List: Books recommended by branding experts

NOVEMBER 16, 2018 · HOW BRANDS ARE BUILT

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On this season of the [podcast](https://howbrandsarebuilt.com/podcast/) (<https://howbrandsarebuilt.com/podcast/>), some interviewees have been sharing book recommendations. Below, you'll find a list of favorites, which we'll add to as new episodes air (or as recommendations come in through other means).

Although these books are recommended by branding experts, they're not necessarily *about* branding. Many are not even about business. Instead, several guests have argued, branding professionals should turn to books that are ostensibly unrelated to marketing. Learning about

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DAVID LASKER · AUGUST 12, 2019

[\(https://howbrandsarebuilt.com/blog/2019/08/12/can-your-brand-handle-a-pr-crisis/\)](https://howbrandsarebuilt.com/blog/2019/08/12/can-your-brand-handle-a-pr-crisis/)

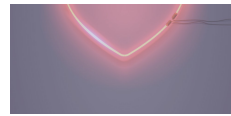


[Definition: What is a brand?](#)

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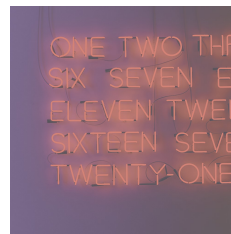
What books have inspired you or informed your approach to brand work? Leave a note in the comments below.



[Best of the Web: Why do companies rebrand?](#)

[HOW BRANDS ARE BUILT : DECEMBER 14, 2018](#)

[\(https://howbrandsarebuilt.com/blog/2018/12/14/best-of-the-web-why-do-companies-rebrand/\)](https://howbrandsarebuilt.com/blog/2018/12/14/best-of-the-web-why-do-companies-rebrand/)



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<u><i>Brand Balance</i></u> (http://magazine-b.com/en/product-category/books/) (series of booklets)	Joh & Company
<u><i>The Brand Gap</i></u> (https://www.amazon.com/dp/0321348109/ref=cm_sw_em_r_mt_dp_U_vOmWDbS839RFE/)	Marty Neumeier
<u><i>Building a StoryBrand: Clarify Your Message So Customers Will Listen</i></u> (https://www.amazon.com/dp/1404107215/ref=cm_sw_em_r_mt_dp_U_0AkQDbXWTVGEF/)	Donald Miller
<u><i>Building the Brand-Driven Business: Operationalize Your Brand to Drive Profitable Growth</i></u> (https://www.amazon.com/dp/0787962554/ref=cm_sw_em_r_mt_dp_U_F2M7Db58WG3W2/)	Scott M. Davis and Michael Dunn
<u><i>Built to Last: Successful Habits of Visionary Companies</i></u> (https://www.amazon.com/dp/0060516402/ref=cm_sw_r_tw_dp_U_x_28M7DbRYCV2B7/)	Jim Collins and Jerry I. Porras
<u><i>Charles Dickens: The Complete Novels</i></u> (https://www.amazon.com/dp/B076X8R2Y5/ref=cm_sw_r_tw_dp_U_x_4iS0DbWPOGWES/) and others (recommendation for author)	Charles Dickens (https://www.amazon.com/Dickens/e/B000APYNYE?ref=sr_ntt_srch_lnk_1&qid=1574094195)
<u><i>Confessions of an Advertising Man</i></u> (http://a.co/d/4A7JBGm)	David Ogilvy
<u><i>Decoding the New Consumer Mind: How and Why We Shop and Buy</i></u> (http://a.co/d/ir62N19)	Kit Yarrow
<u><i>Don't Think of an Elephant!: Know Your Values and Frame the Debate</i></u> (http://a.co/d/cqeMTUr)	George Lakoff
<u><i>Eating the Big Fish: How Challenger Brands Can Compete Against Brand Leaders</i></u> (https://www.amazon.com/dp/0470238275/ref=cm_sw_r_tw_dp_U_x_w6M7Db6CORSF5/)	Adam Morgan
<u><i>Fusion: How Integrating Brand and Culture Powers the World's Greatest Companies</i></u> (https://www.amazon.com/dp/1473676983/ref=cm_sw_em_r_mt_dp_U_YKmWDb92FSOV7/)	Denise Lee Yohn
<u><i>Groundswell: Winning in a World Transformed by Social Technologies</i></u> (https://www.amazon.com/dp/B004XOZ7K2/ref=cm_sw_em_r_mt_dp_U_ELiPDb4MJ8HKC/)	Charlene Li and Josh Bernoff
<u><i>How Brands Grow: What Marketers Don't Know</i></u> (http://a.co/d/1qDORbA)	Byron Sharp
<u><i>The Innovator's Hypothesis</i></u> (http://a.co/d/dNFc4HJ) and others (recommendation for author)	Michael Schrage (https://www.amazon.com/Schrage/e/B001KIV9TW/ref=sr_tc_2_0?qid=1543263010&sr=1-2-ent)
<u><i>Man's Search for Meaning</i></u> (https://www.amazon.com/dp/0807014273/ref=cm_sw_r_tw_dp_U_x_GeS0Db04RYO3V/)	Viktor Frankl
<u><i>Mating in Captivity: Unlocking Erotic Intelligence</i></u> (https://www.amazon.com/dp/0060753641/ref=cm_sw_r_tw_dp_U_x_0Av5Db3MNMK7N/)	Esther Perel
<u><i>The Medium Is the Message</i></u> (https://en.wikipedia.org/wiki/The_Medium_Is_the_Message)	Marshall McLuhan and Quentin Fiore

<u>Playing to Win: How Strategy Really Works</u> <u>(https://www.amazon.com/dp/142218739X/ref=cm_sw_em_r_mt_dp_U_5A2MDbN67PR7F)</u>	Roger Martin and A.G. Lafley
<u>Positioning: The Battle for Your Mind (http://a.co/d/4xwwQbJ)</u>	Al Ries and Jack Trout
<u>Predictably Irrational: The Hidden Forces That Shape Our Decisions</u> <u>(https://www.amazon.com/dp/B0014EAHNO/ref=cm_sw_em_r_mt_dp_U_-VYSDbRBGDFP9)</u>	Dan Ariely
<u>Sapiens: A Brief History of Humankind (http://a.co/d/5LSEQnG)</u>	Yuval Noah Harari
<u>Six Memos for the Next Millennium (http://a.co/d/ez28Ruq)</u>	Italo Calvino
<u>Thinking, Fast and Slow (http://a.co/d/3YBbTf7)</u>	Daniel Kahneman
<u>This is Service Design Thinking: Basics, Tools, Cases</u> <u>(https://www.amazon.com/dp/1118156307/ref=cm_sw_r_tw_dp_U_x_5ZgXDb594XBYR)</u>	Marc Stickdorn and Jakob Schneider
<u>Tilt: Shifting Your Strategy from Products to Customers (http://a.co/d/QL7OBWf)</u>	Niraj Dawar
<u>The Tipping Point: How Little Things Can Make a Big Difference (http://a.co/d/3gfY4nR)</u>	Malcolm Gladwell
<u>The Undoing Project: A Friendship That Changed Our Minds</u> <u>(https://www.amazon.com/dp/0393354776/ref=cm_sw_r_tw_dp_U_x_GeS0DbAP4KDY9)</u>	Michael Lewis
<u>Up the Organization: How to Stop the Corporation from Stifling People and Strangling Profits (http://a.co/d/57EidIJ)</u>	Robert C. Townsend
<u>Value Proposition Design: How to Create Products and Services Customers Want</u> <u>(https://www.amazon.com/dp/1118968050/ref=cm_sw_em_r_mt_dp_U_RXgXDbY3BX8XWJ)</u>	Alexander Osterwalder, Yves Pigneur, Greg Alan Smith, and Trish Papadacos
<u>Who Says Elephants Can't Dance (http://a.co/d/iQ04CLD)</u>	Louis. V. Gerstner
<u>Why We Buy: The Science of Shopping</u> <u>(https://www.amazon.com/dp/1416595244/ref=cm_sw_em_r_mt_dp_U_WRYSDbEE032P3)</u>	Paco Underhill
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