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Recommended Books

Marketing:

Guerrilla Marketing – Jay Conrad Levinson

Guerrilla Advertising – Jay Conrad Levinson

Guerrilla Publicity – Jay Conrad Levinson

Guerrilla Selling – Jay Conrad Levinson

Crossing the Chasm – Geoffrey A. Moore

Inside the Tornado – Geoffrey A. Moore

The 22 Immutable Laws of Marketing – Al Ries & Jack Trout

The 22 Immutable Laws of Branding – Al Ries & Laura Ries

Positioning – Al Ries & Jack Trout

The Fall of Advertising & The Rise of PR – Al Ries & Jack Trout

Your Marketing Sucks – Mark Stevens

Purple Cow – Seth Godin

The E Myth Revisited – Michael E. Gerber

How to Drive Your Competition Crazy – Guy Kawasaki

Good to Great – Jim Collins

Growth:

How to Win Friends and Influence People – Dale Carnegie

Personal Power – Anthony Robbins

Think and Grow Rich – Napoleon Hill

7 Habits of Highly Effective People – Stephen R. Covey

The One Minute Manager – Kenneth Blanchard & Spencer Johnson

The Compound Effect – Darren Hardy