



Content Marketing Fast Forward Bookclub Countdown

Title	Author
Buyer Personas	Adele Revella
Everybody Writes	Ann Handley
Content Marketing Roadmap	Bert van Loon
The Go-Giver / Go-givers sell more	Bob Burg
Made to Stick	Chip Heath & Dan Heath
Free	Chris Anderson
Trust Agents	Chris Brogan
How to win friends and influence people	Dale Carnegie
Marketing Lessons from the Grateful Dead	David Meerman Scott
The Cluetrain Manifesto	Doc Searls
The Lean Startup	Eric Ries
Authenticity	Gilmore & Pine
Essentialism	Greg Mckeown
Ignore everybody	Hugh MacLeod
Youtility	Jay Baer
Epic Content Marketing	Joe Pulizzi
Disciplined Dreaming	Josh Linkner
The subtle art of not giving a fuck	Mark Manson
Content Code	Mark Shaefer
Buy-ology	Martin Lindstrom
Big Data: a revolution	Mayer-Schonberger & Cukier
Ready fire aim	Michael Masterton
Social Media ROI	Olivier Blanchard
Marketing Performance Blueprint	Paul Roetzer
Marketing A-Z	Philip Kotler
The 22-immutable laws of marketing	Ries & Trout
Influence: The Psychology of Persuasion –	Robert B. Cialdini
YES! 50 secrets from the science of persuasion	Robert B. Cialdini
Permission Marketing	Seth Godin
Unleashing the idea virus	Seth Godin
Purple Cow	Seth Godin
Start with Why	Simon Sinek

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