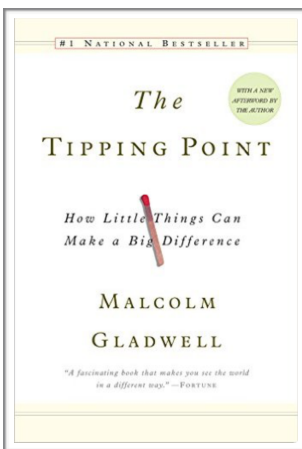


# RECOMMENDED READINGS

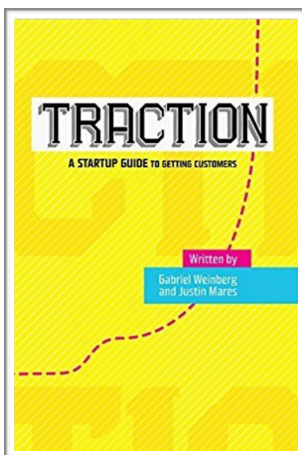
## Marketing



### The Tipping Point: How Little Things Can Make a Big Difference

by Malcolm Gladwell

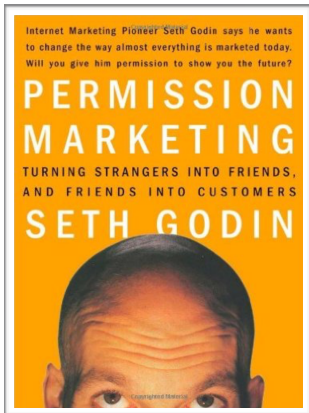
**Why Barney Likes It:** This is my favorite book on marketing. It is not really a marketing book per se, but a study of epidemics told through examples. These are not the epidemics like diseases, but social epidemics. He believes that if you have a compelling story, it will spread from one person to another, just like an epidemic. If you like it, you'll share it which he calls "stickiness". He explains going viral in story after story and examines each part of the process. Rarely is a business book this enjoyable to read.



### Traction: A Startup Guide to Getting Customers

by Gabriel Weinberg and Justin Mares

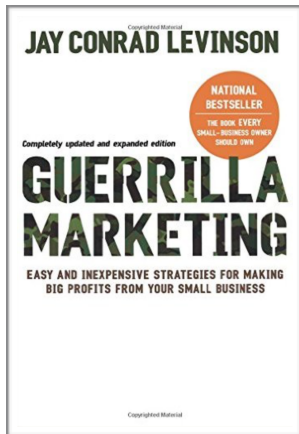
**Why Barney Likes It:** Most startups end in failure. Almost every failed startup had a product. What failed startups didn't have was traction or real customer growth. This book introduces a five-step process successful companies use to get traction. This framework will help find the right marketing channels for your business. The case studies are easy to read and made some great points about marketing.



## Permission Marketing: Turning Strangers into Friends and Friends into Customers

by Seth Godin

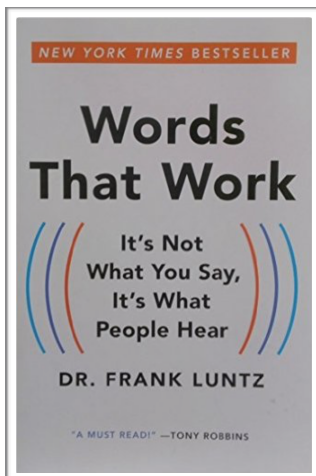
**Why Barney Likes It:** He does a great job of explaining marketing concepts and the differences between Interruption Marketing (old-style newspaper, TV and radio ads) and Permission Marketing (people ask to be kept informed and willingly share information about themselves and their purchasing needs). Godin cuts through the clutter of marketing theory and web technology and provides a highly readable, jargon-free conceptual framework for viewing web marketing in a new light. It will change the way you think about advertising and marketing and suggest a whole new approach.



## Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profit for Your Small Business

by Jay Conrad Levinson and Jeannie Levinson

**Why Barney Likes It:** This was the first well-known book to suggest that marketing is for all of us and not just a game for the big boys. The authors suggest that marketing is not an event but a process, and it's available to all of us. One of his takeaways is you have to make the truth fascinating. The more captivating the marketing, the more it will get noticed. Both a novice and an experienced marketer can learn a good deal from reading this.



## Words that Work: It's Not What You Say, It's What People Hear

by Frank I. Luntz

**Why Barney Likes It:** The author offers insights into finding and using the right words to achieve your goals. The key to communication is to place yourself in the listener's situation and understand his/her deepest thoughts and beliefs. What the listener perceives constitutes the listener's reality. Luntz has a list of 10 rules that cover different aspects of successful communication that will give you a framework of the process of communication.