

19 best Marketing books of all time

If your goal in 2016 is to become a marketing expert, buy these titles right away and start researching now.

In addition to the traditional textbooks, currently, there are many reference books in the marketing field that marketers, new graduates or people interested in this field should read. Here are the top 20 best names according to Twistimage, Marketing Cloud and some other websites.

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1. Permission Marketing - Turning Strangers into Friends and Friends into Customers, Seth Godin

With a new Introduction

The Marketing Classic for the Internet Age

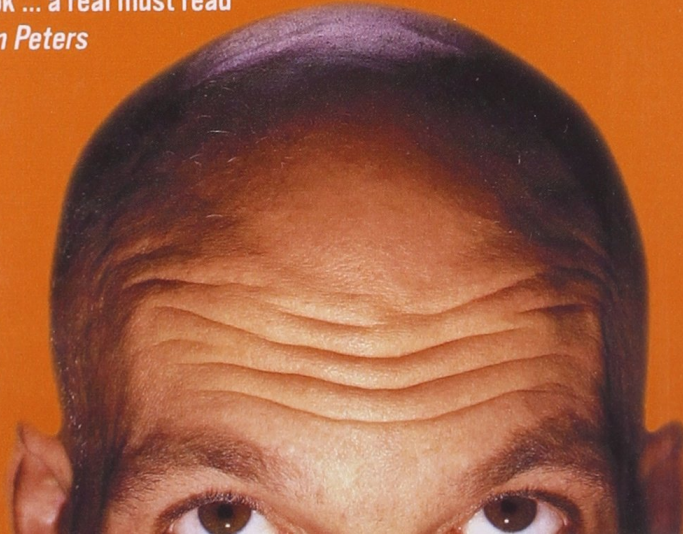
PERMISSION MARKETING

Author of *Purple Cow*

SETH GODIN

'Seth Godin moves to the front ranks of
Internet Marketing Gurus with this masterful
book ... a real must read'

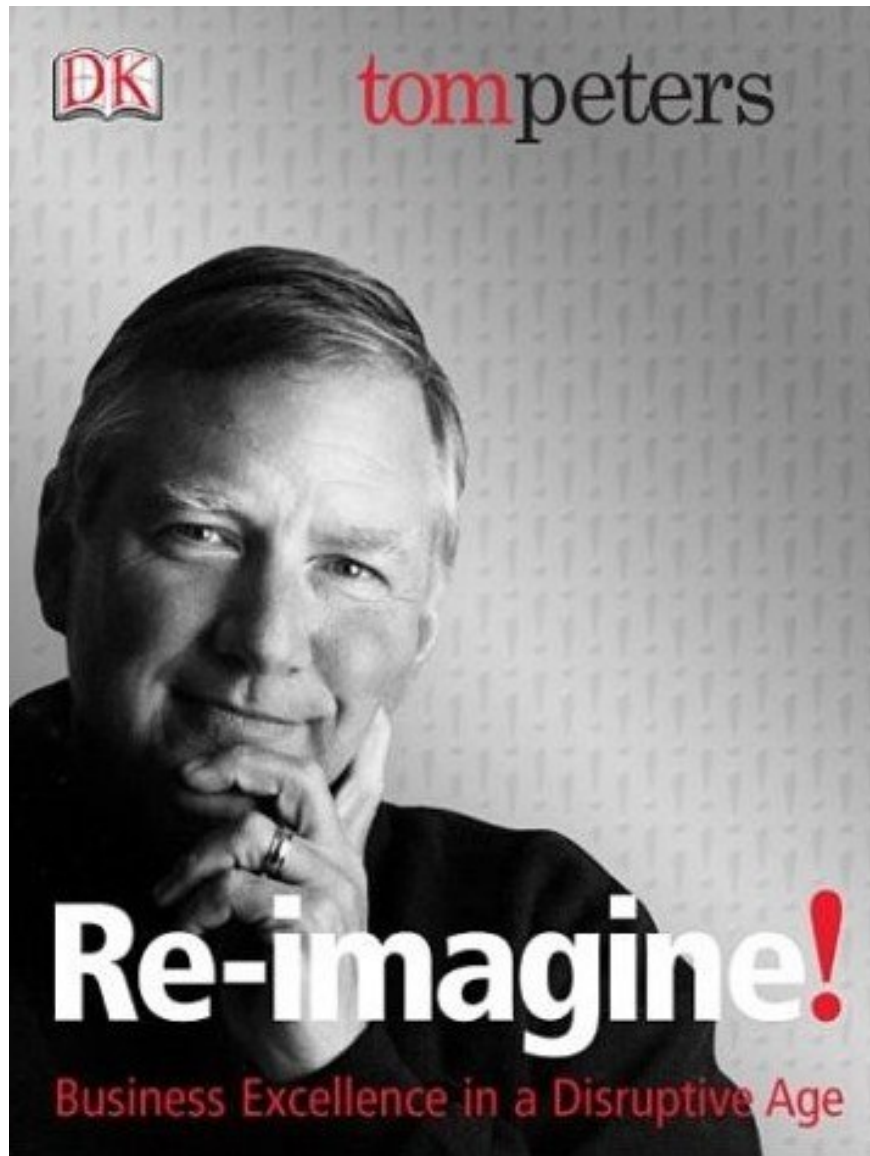
Tom Peters



For decades, traditional marketing activities have often been criticized for cramming too much information into customers. Seth Godin helped change this view by pointing out that businesses can now do marketing entirely by creating more customer choices and letting them have the right to decide what messages they want to hear. .

Sharing about Permission Marketing, Godin writes: *"Permission marketing is a privilege (not a right) that provides relevant messages, has a human breath and is full of expectations for those who really want them. It notes The new power of the smartest consumers is to forget about marketing, it recognizes: Treat people with respect, and that's the best way to get people to pay attention. "*

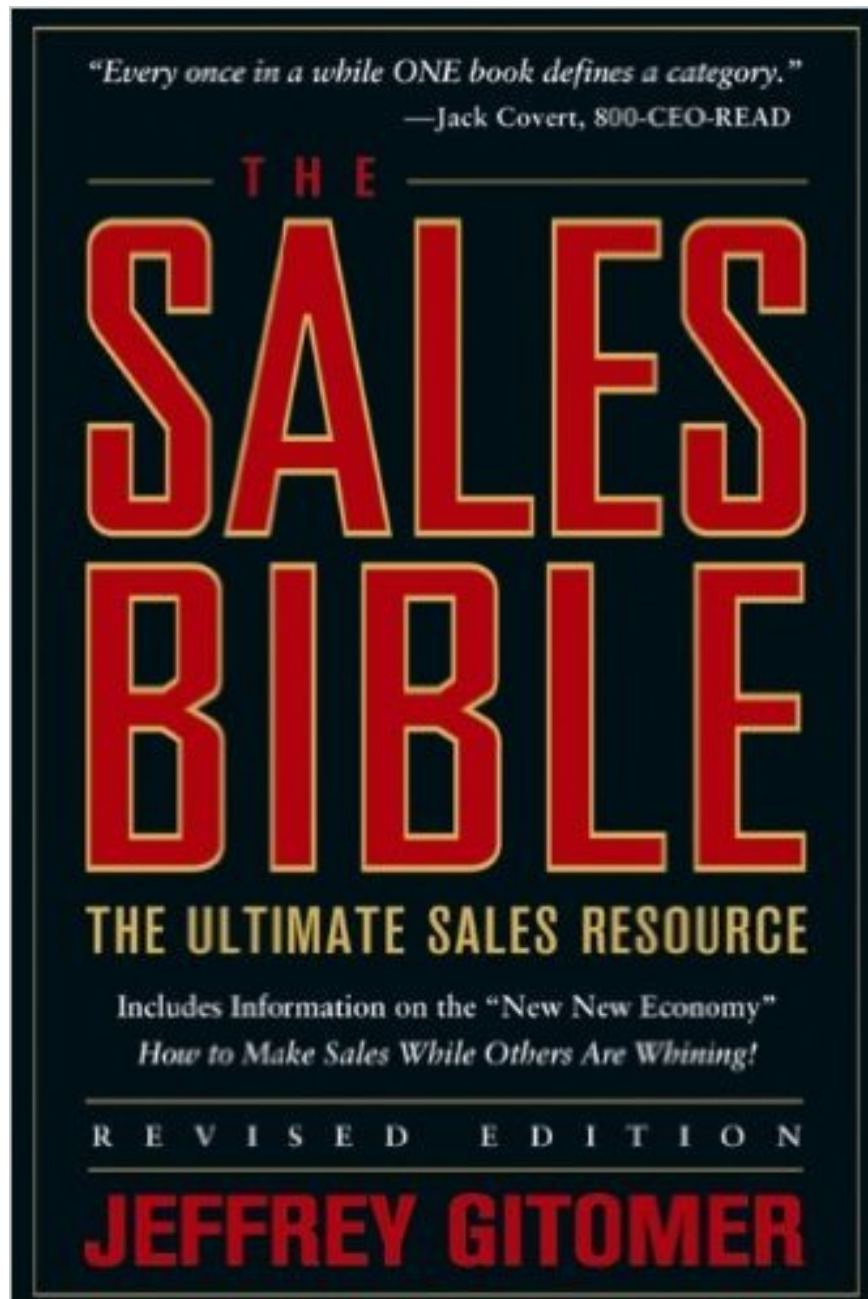
2. Re-Imagine! - Business Excellence in a Disruptive Age, Tom Peters



Many people immediately remember In Search of Excellence when they thought about Tom Peters, but Re-Imagine! It's really a work that makes Peters a familiar name for marketers.

Re-Imagine! contains many interesting ideas, covering many topics, from brand and technology, to people, values ??and context. Some even shared that they always put this book on their bookshelves in the best position, so that every time they need to read, they can get it right and enjoy it.

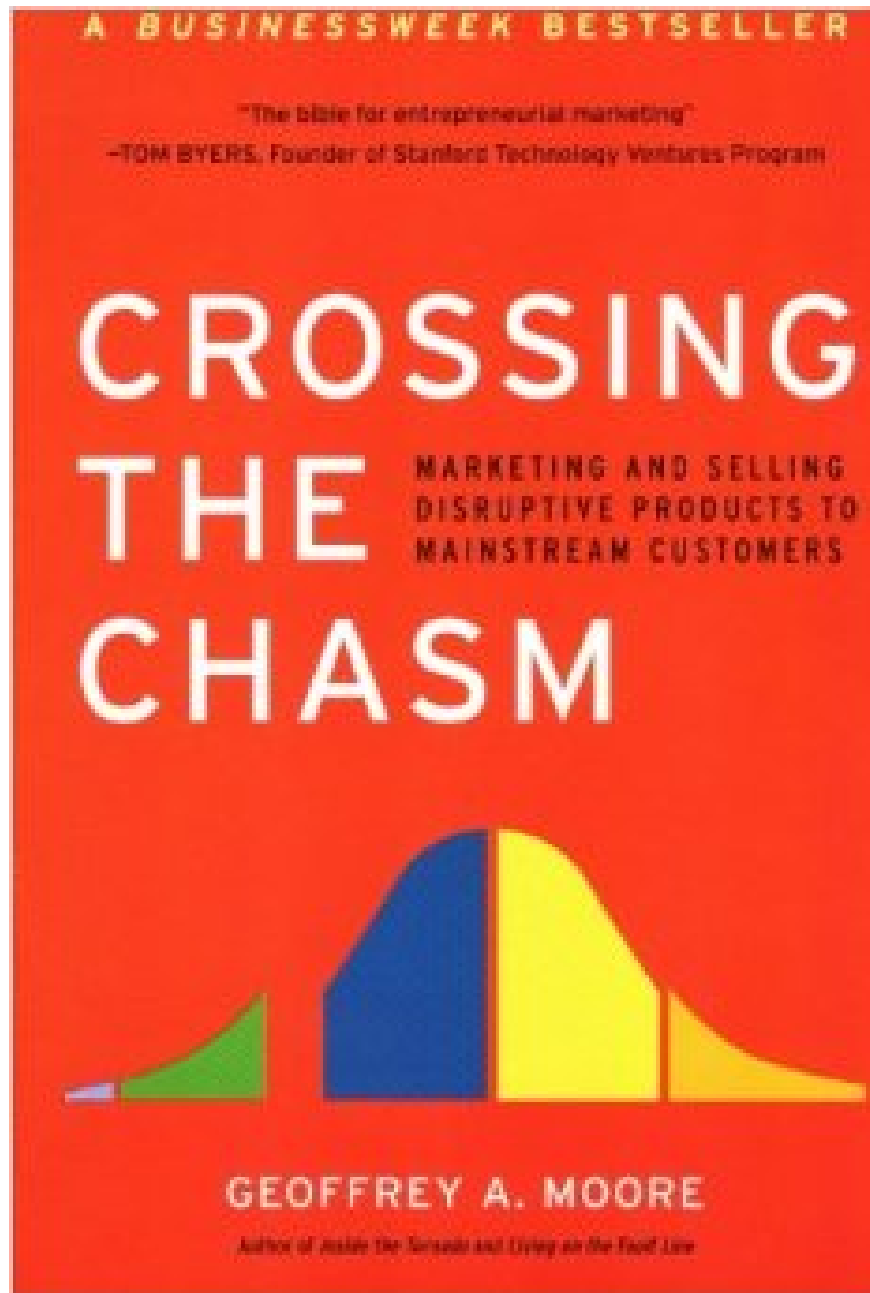
3. The Sales Bible - The Ultimate Sales Resource, Jeffrey Gitomer



Many people think that with their managers, their minds are like sales books. This is a big mistake. Some people believe that The Sales Bible should be recalled by the correct name, which is The Business Bible. First, this book has a very friendly, intelligent and witty style. What is the great lesson of Gitomer? Let's stop trying to sell, and start learning how to build lifelong relationships with people, and they'll always want to buy from you.

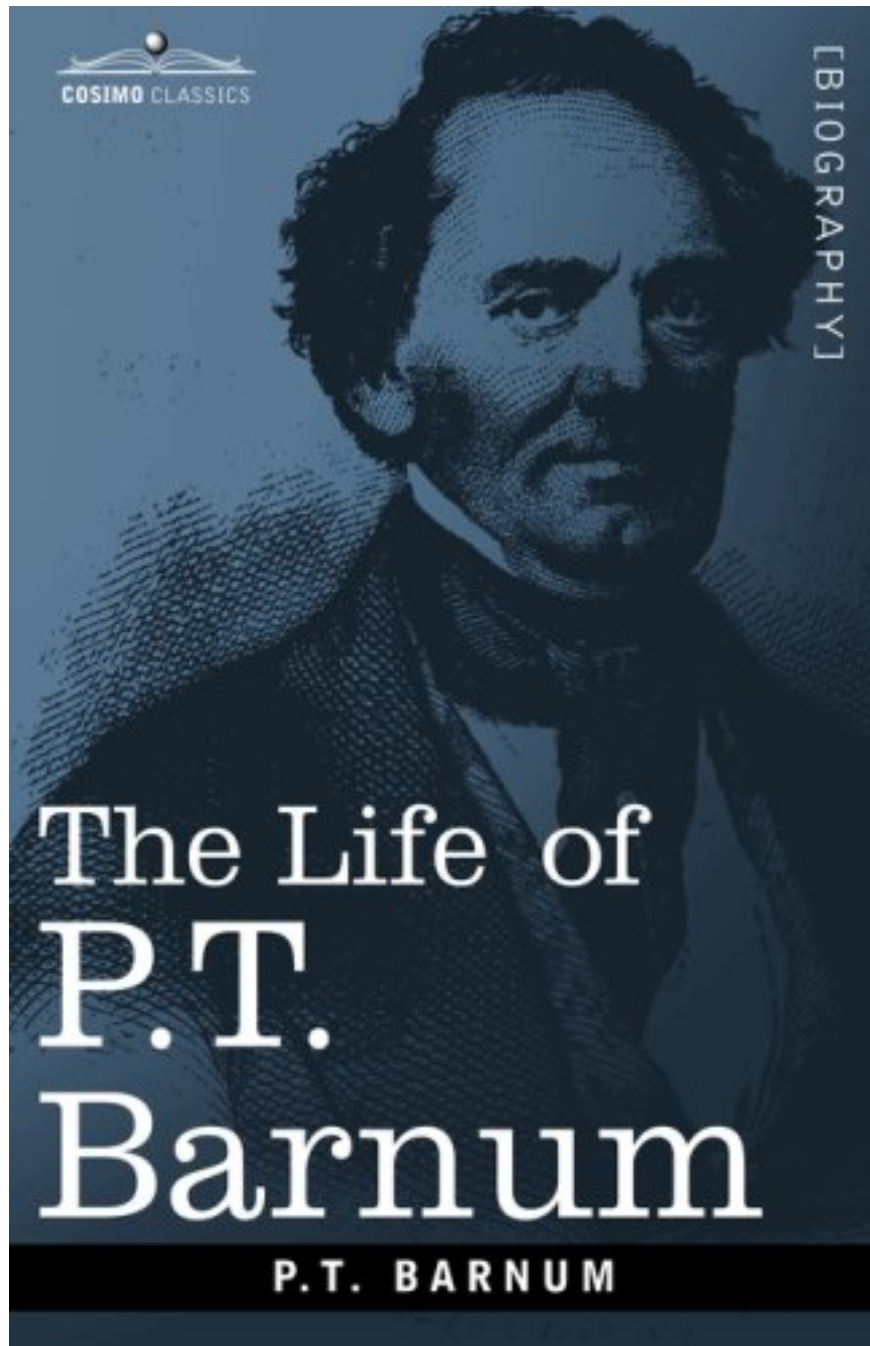
Jeffrey made a very clear statement: *"Everything is fair, people like to do business with those they like and trust ., but even if things are unfair, people I still like doing business with people they know like and trust. "*

4. Crossing the Chasm, Geoffrey A. Moore



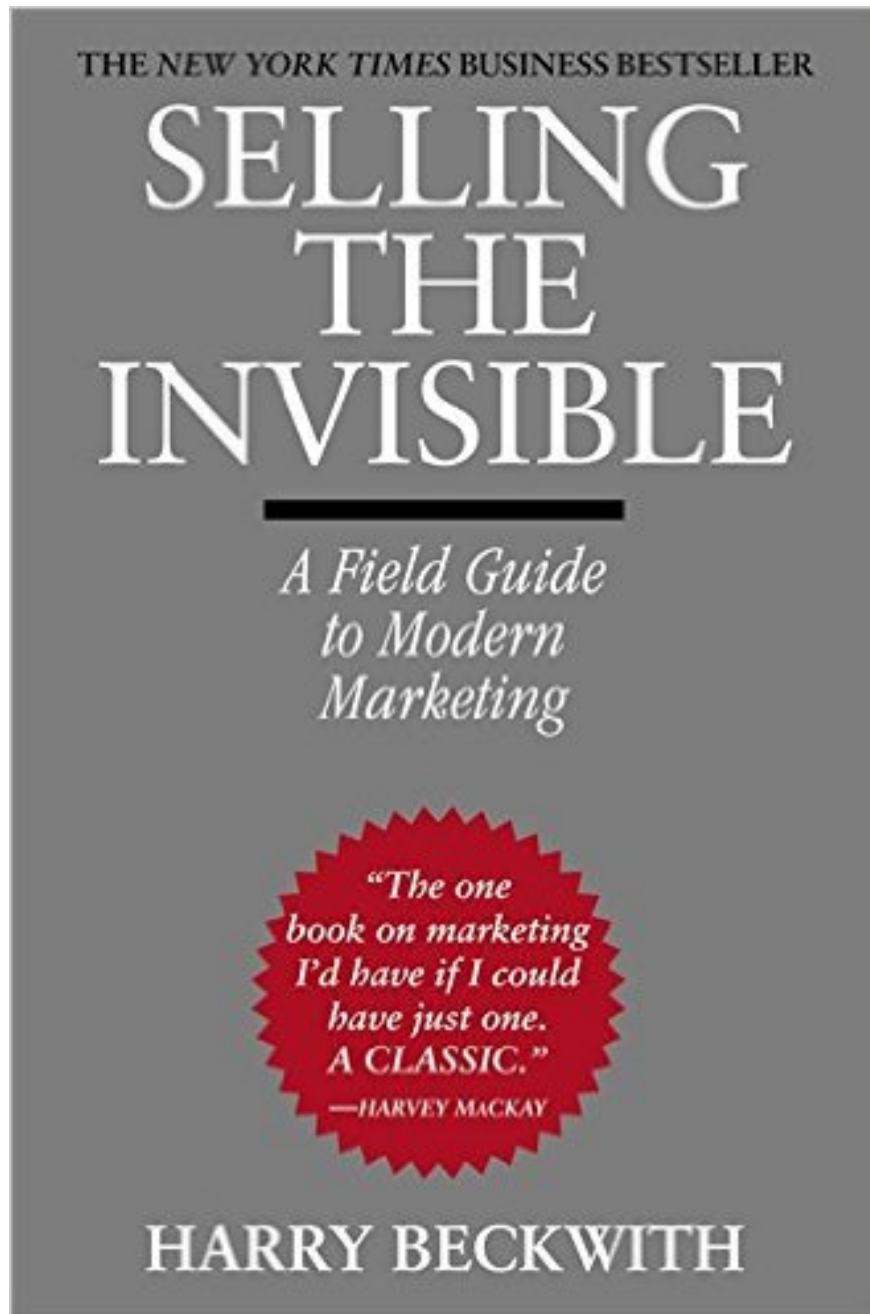
By identifying the difference between "modern people" and "backward people", and the group of people in between these two extremes, Geoffrey Moore authored a roadmap for developing new markets. . Although Moore mainly talks about the differences in the high-tech sector, the lessons and examples he gives can still be applied to many other industries and fields.

5. The Life of PT Barnum, PT Barnum



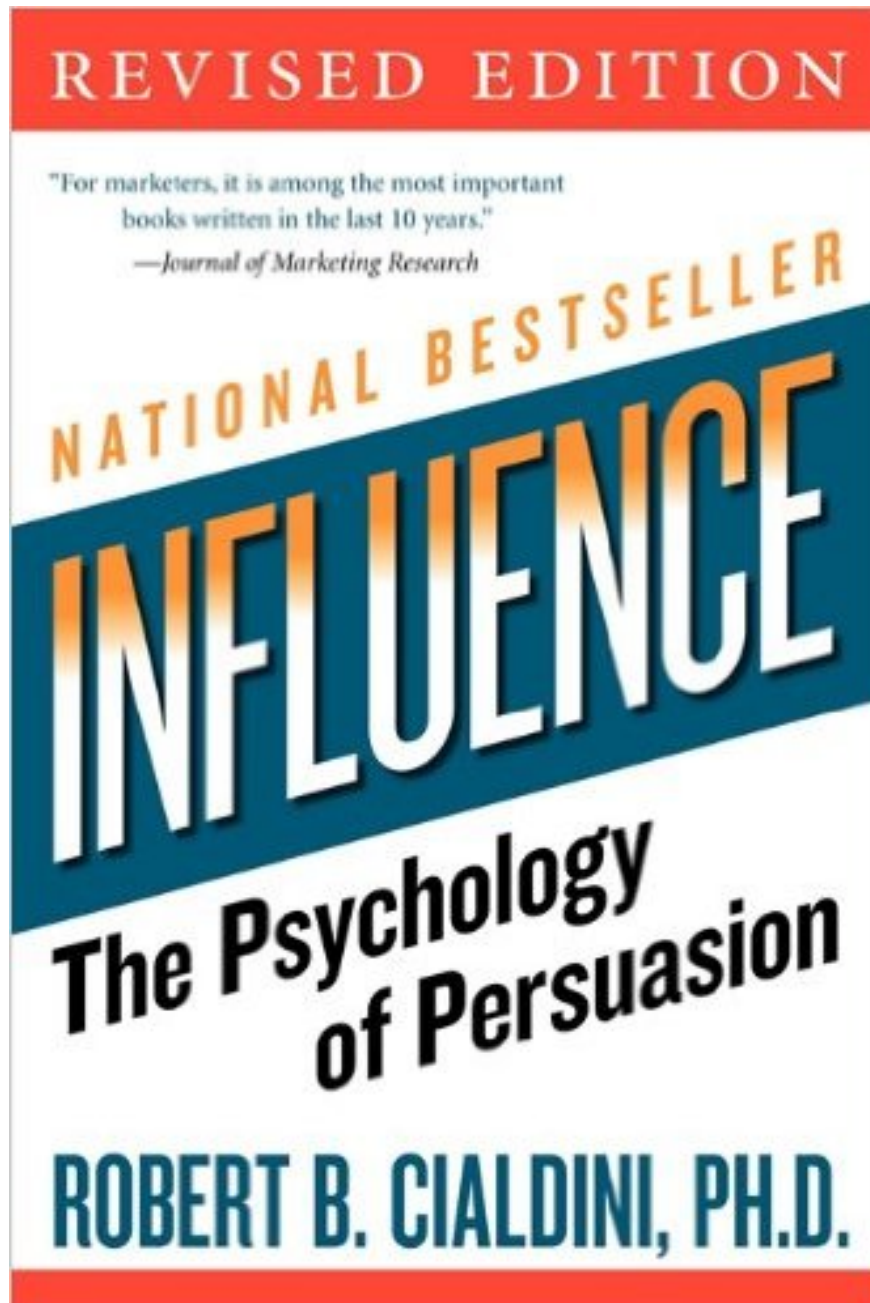
PT Barnum is considered a personal branding expert who has spent much of the past half a century building, strengthening and changing his image to the public, making the world look concepts and views that he gave.

6. Selling the Invisible, Harry Beckwith



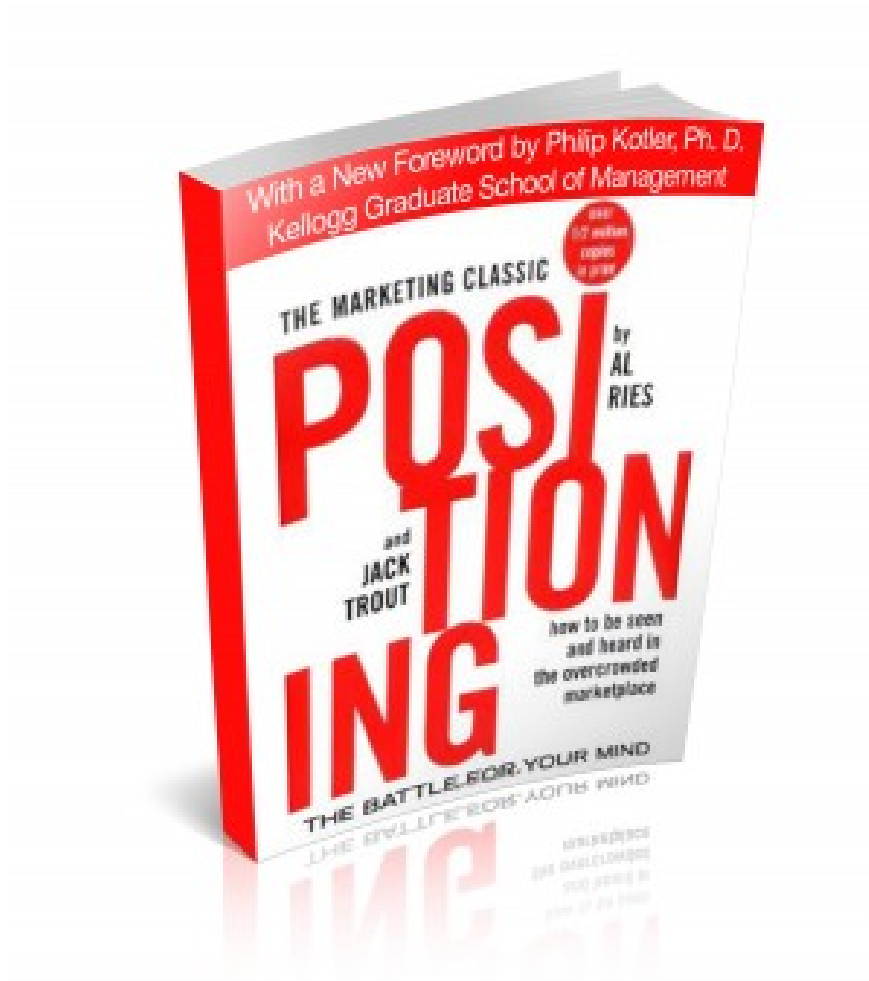
The most significant economic transition in the past 50 years in the world is a change from an industrial production economy to a service-based economy. According to Harry Beckwith, the key to success in that transformation is the enterprise's potential to build relationships between colleagues, between its employees and its partners, customer. *"Marketing is in a new sense not only in the way of doing, but also in the way of thinking. Marketing begins with understanding the unique nature of the service (its invisible nature) and common characteristics. of service users . "*

7. Influence, Bob Cialdini



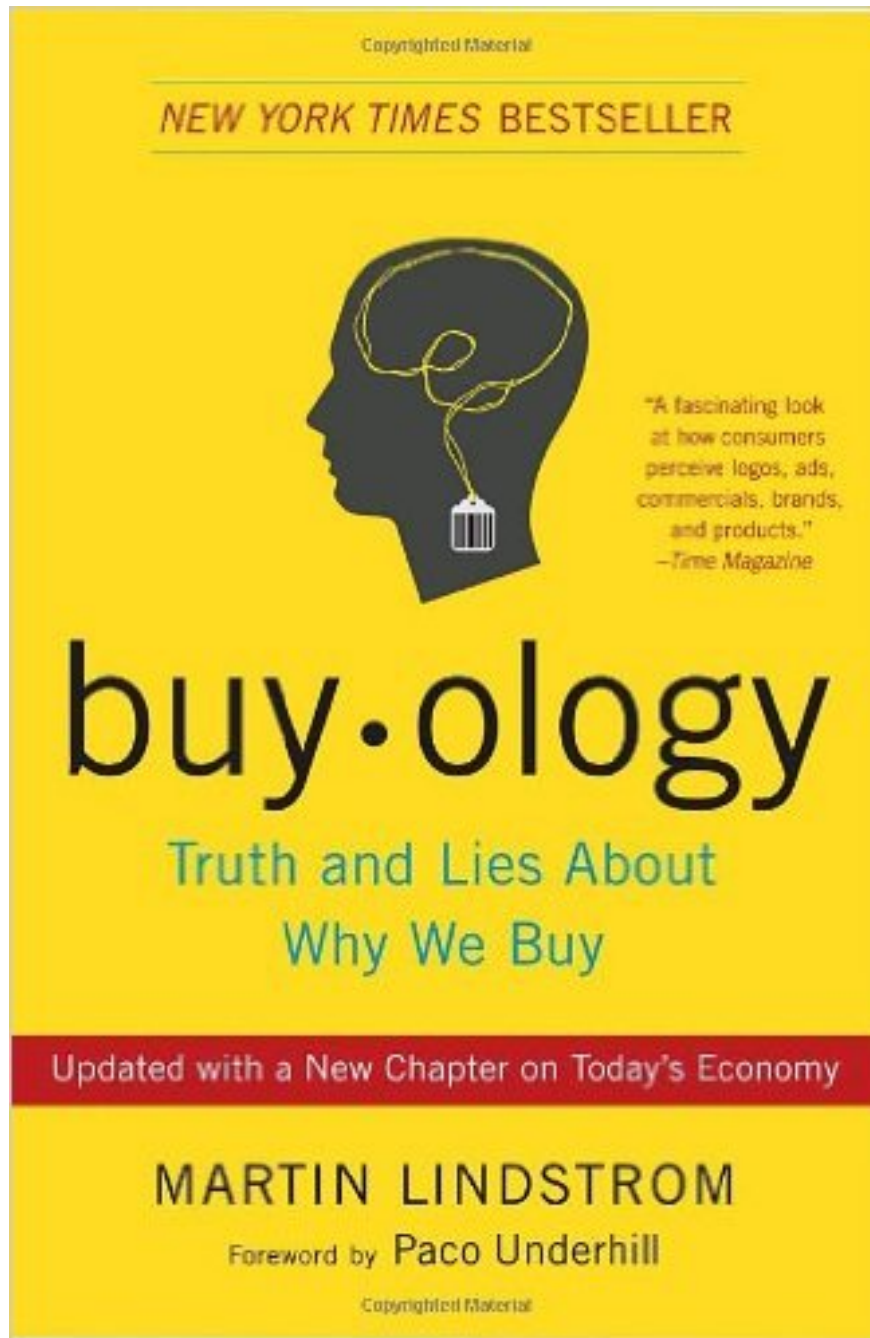
This is a very useful book for sales and marketing professionals. Author Bob Cialdini analyzed the motivations for customers to agree and the secret for businesses to take them to this point. From many practical observations, Cialdini has drawn up the actions and words that can create a strong influence on the needs and wants of customers.

8. Positioning, Al Ries and Jack Trout



Although it was released 20 years ago, until now the book by two authors Al Ries and Jack Trout has still proven the right values of the basic elements that make the products of the business in line with expectations. Customer waiting and living with competition. "Positioning is what businesses create for products. Positioning is also what businesses want to create in the minds of customers" is one of the famous conclusions of two authors in the talking book. on.

9. Buy-ology, Martin Lindstrom



By bringing neuroscience into marketing, Martin Lindstrom explained the effects of some neurological agents on consumer thinking. More importantly, Lindstrom introduced measures to evaluate the impact of this factor scientifically and use the results to adjust marketing campaigns.

10. Guerrilla Marketing, Jay Conrad Levinson

JAY CONRAD LEVINSON

**NATIONAL
BESTSELLER**

**MORE THAN 14 MILLION
GUERRILLA
BOOKS SOLD**

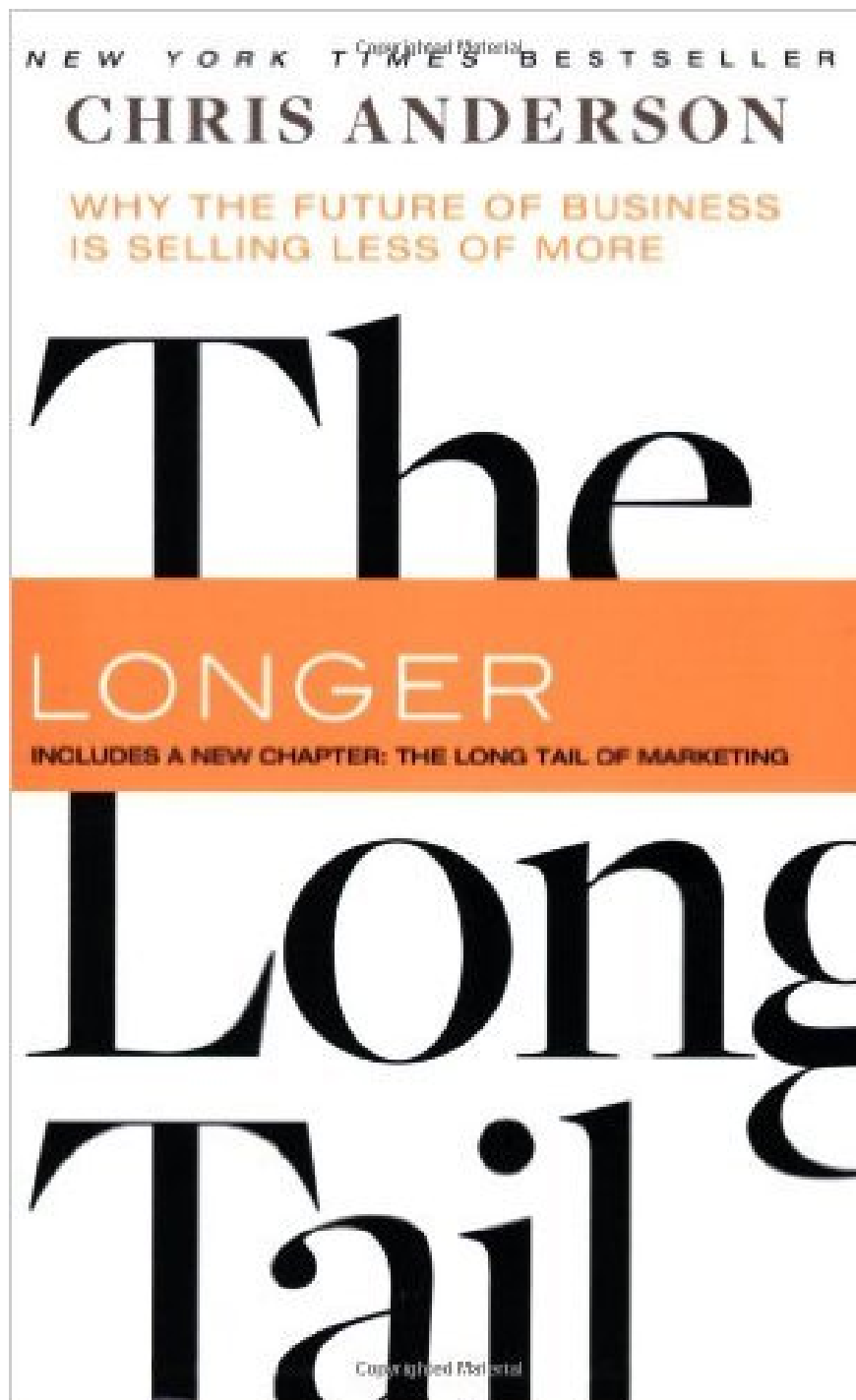
Completely updated and expanded edition

GUERRILLA MARKETING

**EASY AND INEXPENSIVE STRATEGIES FOR MAKING
BIG PROFITS FROM YOUR SMALL BUSINESS**

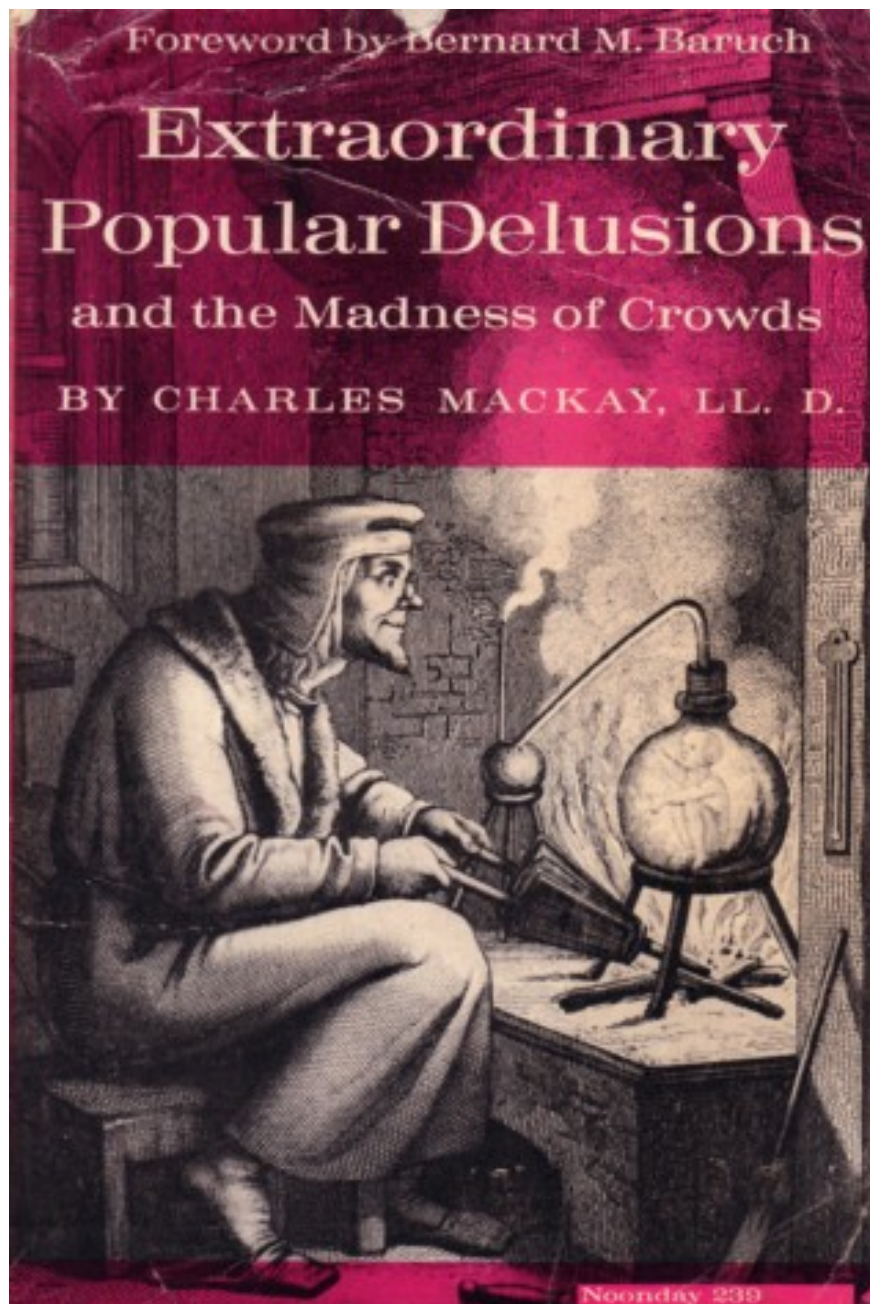
Thirty years ago, Jay Conrad Levinson made marketing no longer the privilege of big companies with "huge" budgets that were completely within the reach of small and medium businesses thanks to creative tactics and less expensive. The author explained that businesses do not necessarily have to spend a lot of money to identify the market, just understand all aspects of marketing and know how to use creatively.

11. The Long Tail, Chris Anderson



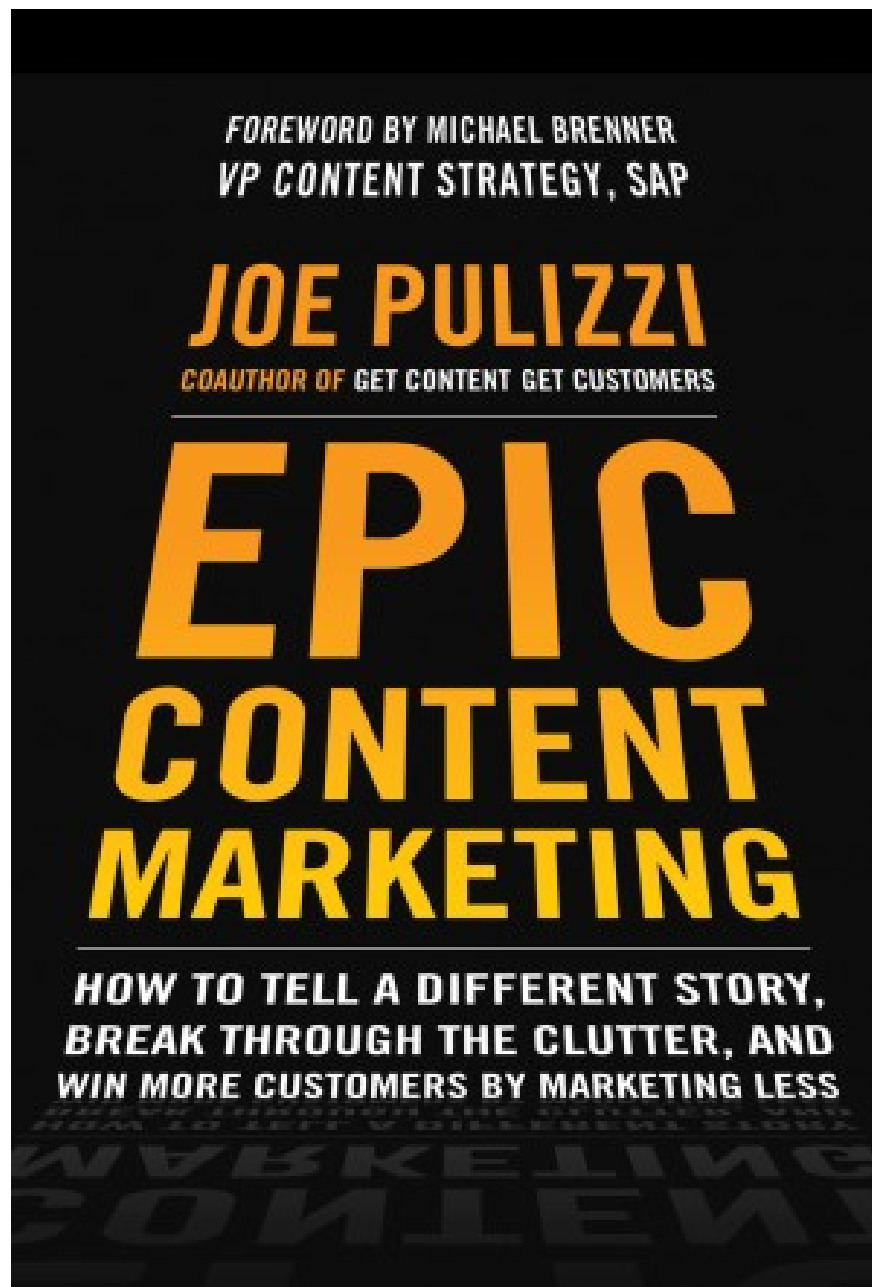
According to Chris Anderson, if the twentieth century is considered a period of "hit" products (products attract the attention of a large number of customers), then the 21st century is the era of "niche" products. (products are suitable for a narrow segment of the market). In this book, the author explained the internet buying habits of customers.

12. Extraordinary Popular Delusions and the Madness of Crowds, Charles Mackay



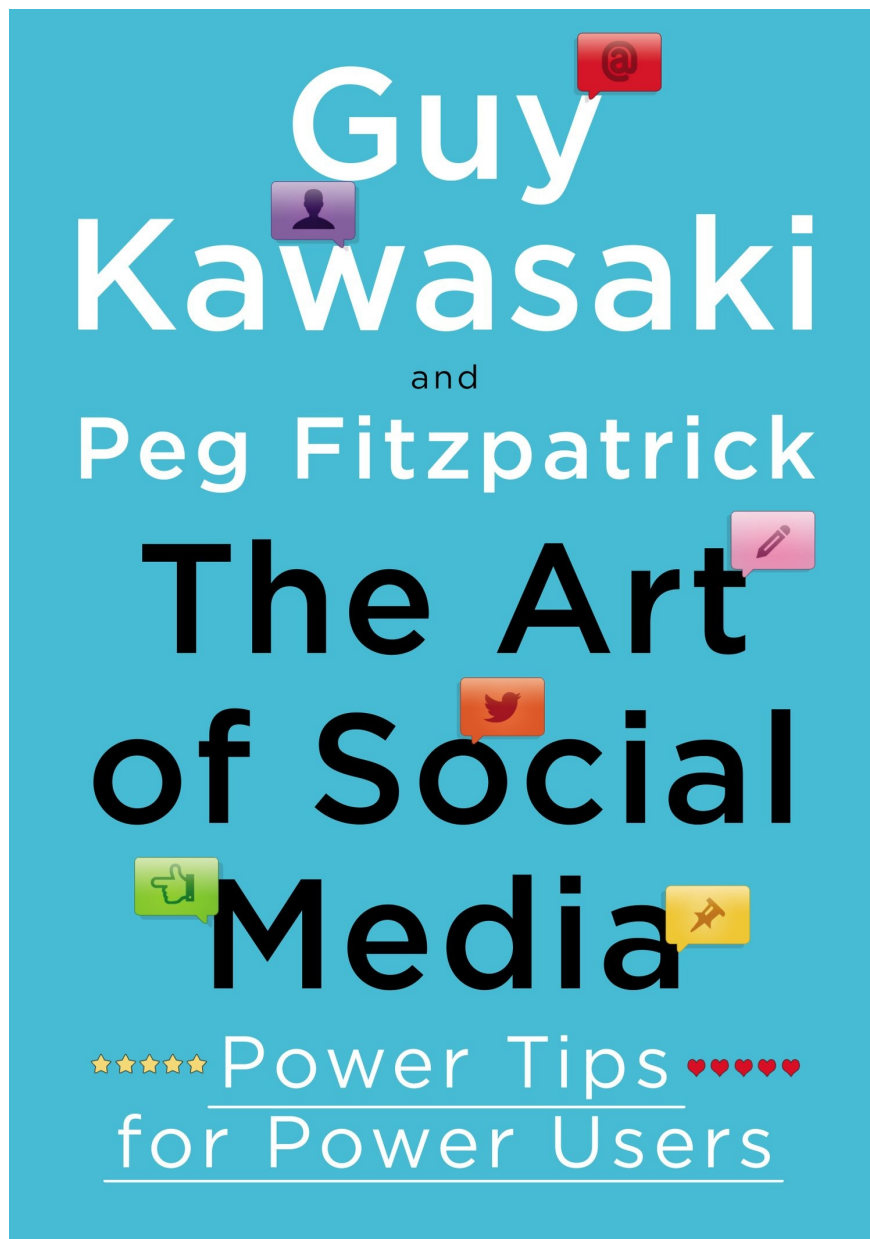
After all, marketing is about understanding the thoughts and behaviors of different groups of people. Even though technology has changed over the past few decades, some basic human thoughts and behaviors seem to be the same. Therefore, the things about "crowd psychology" Charles Mackay mentioned in his book since 1841 are still true over many ages and can be applied in marketing activities. Reading this book, we are no longer surprised by the special events such as the 1930s great crisis or the "fever" of reality shows in the US like The Kardashians.

13. Epic Content Marketing, Joe Pulizzi



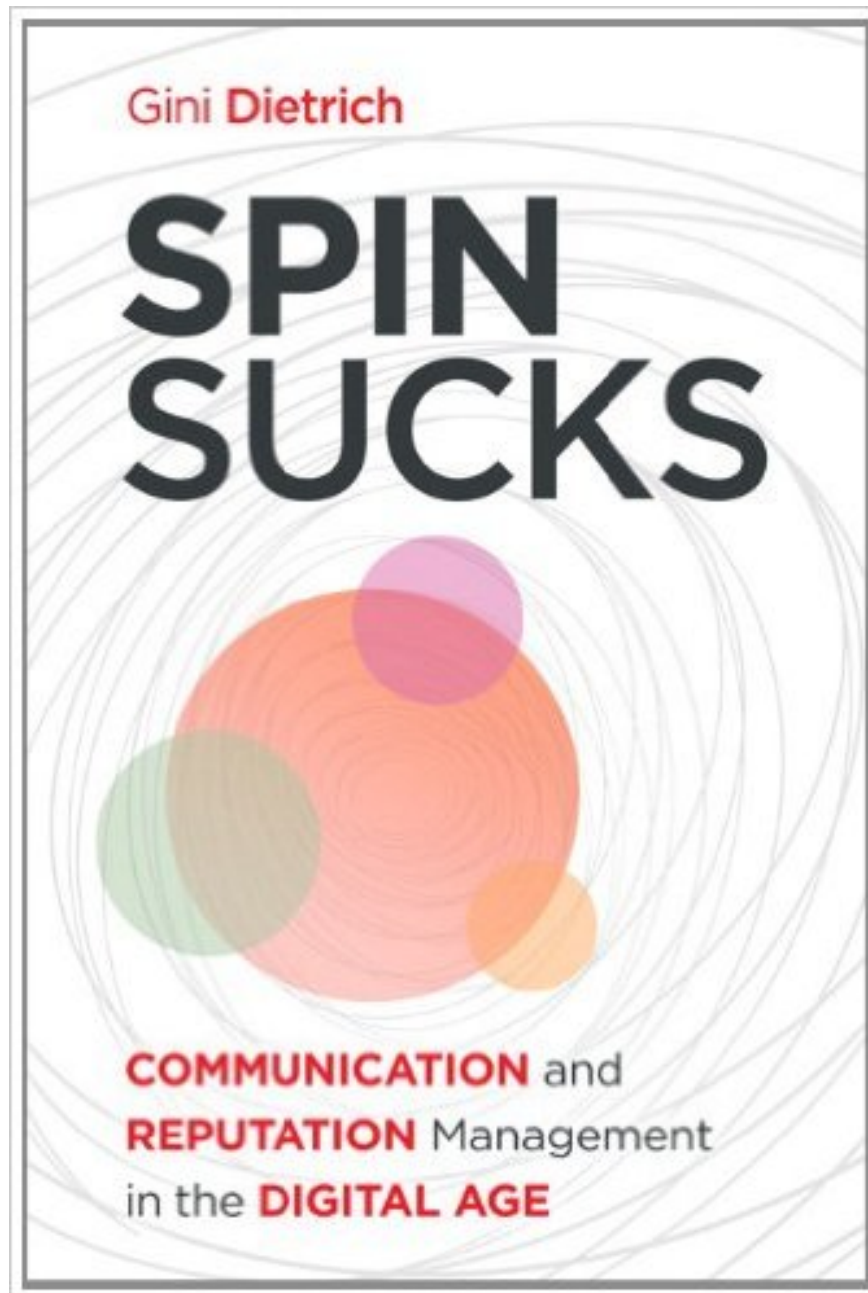
This is one of the best Content Marketing books. Joe Pulizzi, founder of Content Marketing Academy, has launched the legendary content marketing book as its name suggests. The book offers a fascinating overview, clear strategies, and provides useful tools for a modern marketer.

14. The Art of Social Media, Guy Kawasaki and Peg Fitzpatrick



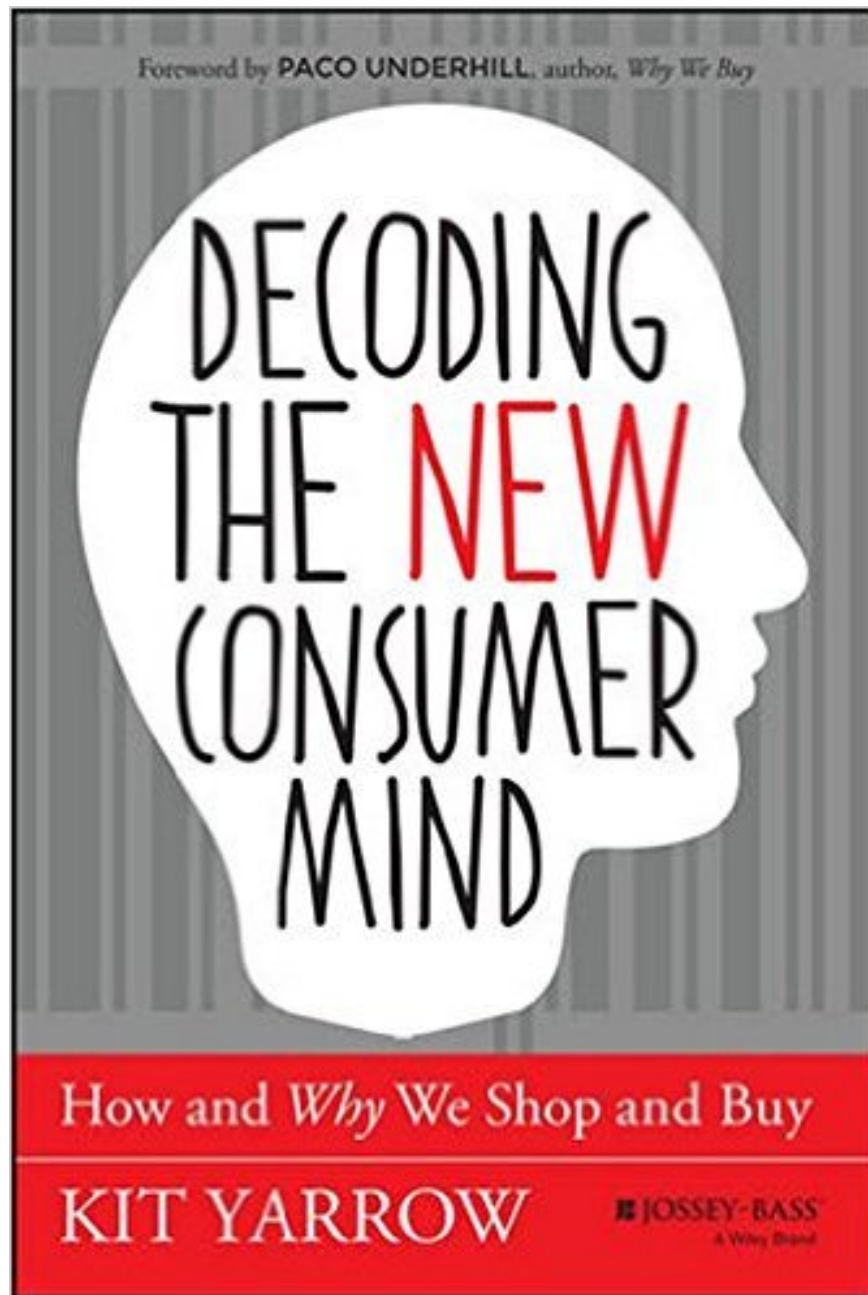
This Content Marketing book has really interesting content. The things Guy Kawasaki wrote automatically became interesting, since he was one of the most creative thinkers in the business world. In this book, Kawasaki (along with the help of co-authors) went far beyond his own shadow. With more than 60,000 different views of social media, he collected a bunch of useful tips that you can apply immediately to spread your message and attract new customers. . This is really a book worth reading for every marketer.

15. Spin Sucks, Gini Dietrich



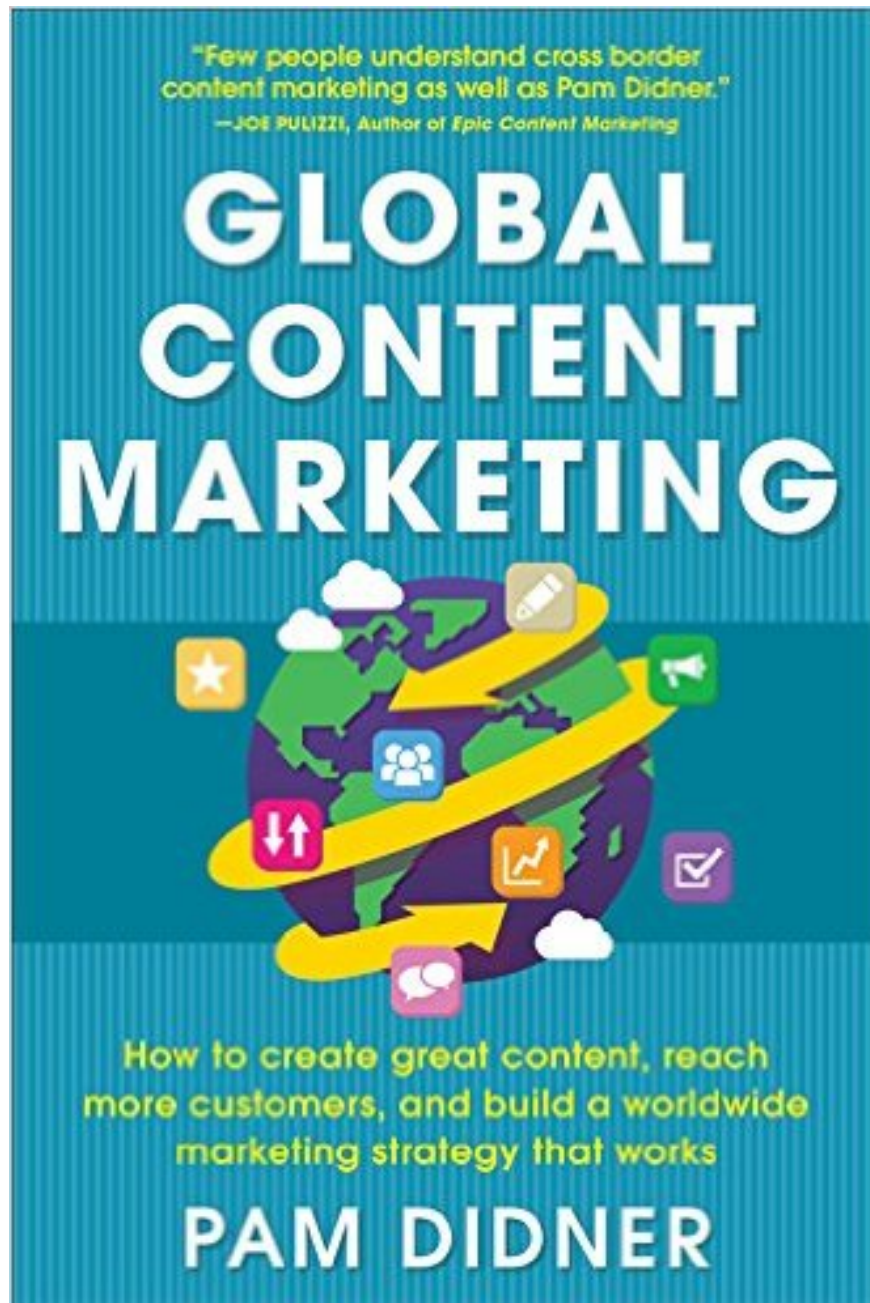
Back in the old days, the job of a PR group was to push "information vortex" in practice to be interesting and easy to read. This Content Marketing book explains why it has not worked in this environment - where the internet makes everything popular. The book also describes how to use truth in a straightforward way to personalize yourself, your product and your company.

16. Decoding the new consumer mind, Kit Yarrow



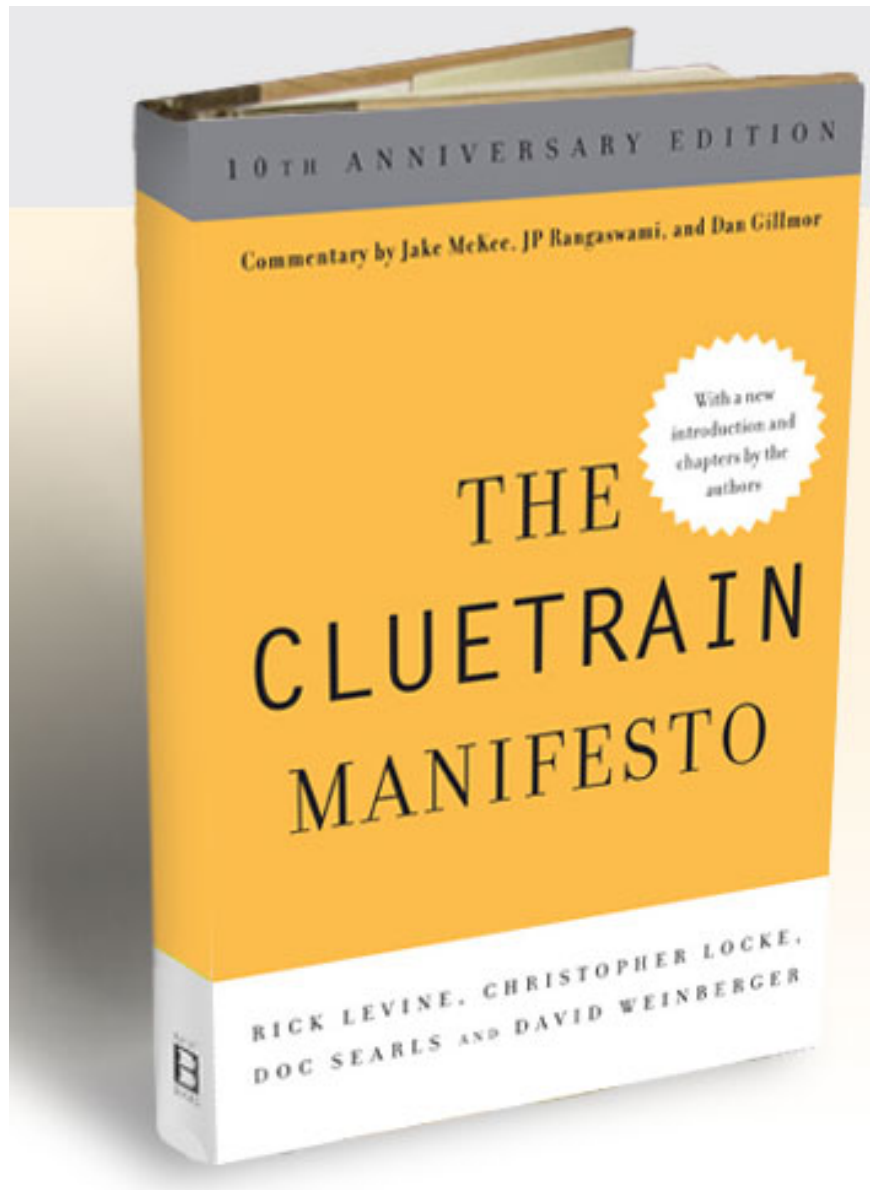
When this Content Marketing book is talking about consumer marketing, out there, entrepreneurs are affected by the formulas that it says. The most interesting thing is how it uses research to learn about people's thinking processes when they shop.

17. Global Content Marketing, Pam Didner



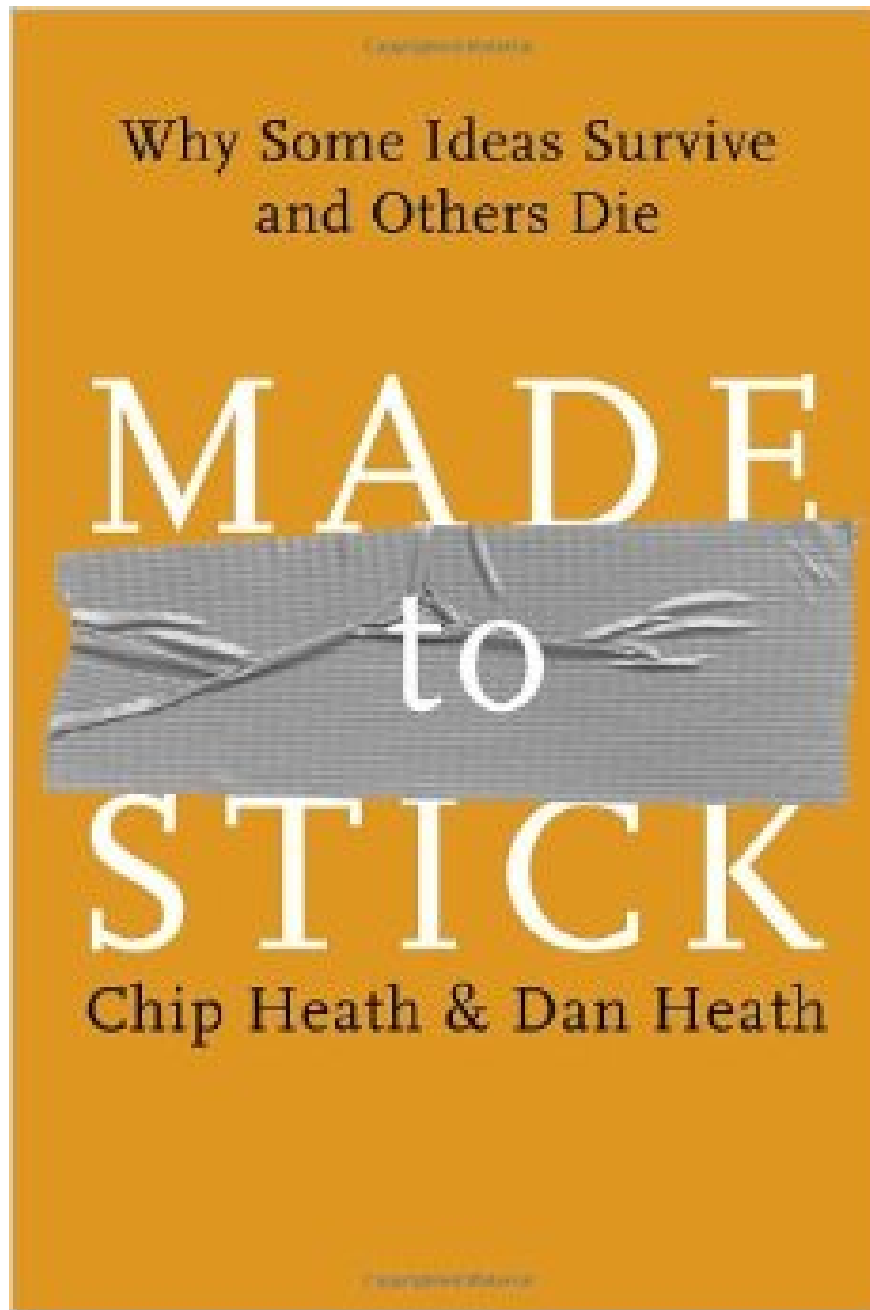
This book is another side of *"The Power of Visual Storytelling"* and other tactical books on this list. There are no questions about the importance of content (although less and less because of information saturation), so if you are providing content, you must ensure there is a strategy and an effect true on the basis of your current and potential customers.

18. The Cluetrain Manifesto - The End of Business As Usual, Rick Levine, Christopher Locke, Doc Searls and David Weinberger



This is a book that is supposed to be able to realize everything (in the late 80s of the last century and since then), about technology, and more importantly: the Internet, changing everything. things about marketing, media, media and advertising. When we think companies are increasingly operating in a human manner, The Cluetrain Manifesto can truly create a vision of how brands and people can become increasingly interconnected as how. Although it has been published for a long time, the book is still valid today, and when you read it, you can see how far the human race has gone and will continue.

19. Made to Why Some Ideas Survive And Other Dies, Chip and Dan Heath



We talk a lot about how to create a video posted on YouTube that has vitality, viral propagation, or how a brand can attract more "like" customers on Facebook. However, we forgot to ask ourselves the most basic question: How can we make more people more interested in us?

This is a book that many people read (or buy, and are recommended to read), but few of them are willing to ponder what the book conveys. Like a textbook, but *Made to Stick* answers the above question very thoroughly. This is one of the best books that show us how to create a compelling story. A story that people will really care about.

If you want people to care, you have to tell them great stories. This is a highly influential book on how great stories are created, told and sold.

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