

Best Marketing Books Checklist

Marketers have no license requirement, so they must tackle the task of self education. Serious marketers should read the equivalent of 10 educational and industry books per year (2500 pages) to maintain and expand skills and knowledge. Here are our suggestions for the must-read marketing books this year.

General Marketing

- ❑ [How to Matter to Your Customers](#): Marketing: A Love Story by Bernadette Jiwa, 2014
- ❑ [PRE-SUASION](#): A Revolutionary Way to Influence and Persuade by Robert Cialdini, 2016
- ❑ [Everybody Writes](#): Guide to Creating Ridiculously Good Content by Ann Handley, 2014
- ❑ [Content Inc](#): How Entrepreneurs Use Content to Build Massive Audiences by Joe Pulizzi, 2014
- ❑ [The New Rules of Marketing and PR](#): How to Use Social Media by David Meerman Scott, 2015
- ❑ [The Ten Principles Behind Great Customer Experiences](#) by Matt Watkinson, 2013
- ❑ [What Customers Crave](#): Create Relevant and Memorable Experiences at Every Touchpoint by Nicholas Webb 2017

SEO Books

- ❑ [SEO for Growth](#): The Ultimate Guide for Marketers, Web Designers by John Jantsch, 2016
- ❑ [SEO Like I'm 5](#): Beginner's Guide to Search Engine Optimization by Matthew Capala, 2015
- ❑ [SEO 2017](#): Learn search engine optimization by Adam Clarke, 2017
- ❑ [The Art of SEO](#): Mastering Search Engine Optimization by Eric Enge, 2015
- ❑ [SEO Fitness Workbook: 2017 Edition](#): The Seven Steps to Search Engine Optimization Success on Google by Jason McDonald, 2017

Digital Marketing

- ❑ [Digital Marketing for Dummies](#) by Ryan Deiss and Russ Hennesberry, 2017
- ❑ [Google Adwords for Beginners](#): A Do-It-Yourself Guide to PPC Ads By Cory Rabazinsky, 2015
- ❑ [Introduction to Programmatic Advertising](#) by Dominik Kosorin, 2016
- ❑ [Blogging](#): A Practical Guide to Plan Your Blog: Start Your Profitable Home-Based Business with a Successful Blog By Jo and Dale Reardon, 2015
- ❑ [Email Persuasion](#): Captivate and Engage Your Audience, Build Authority and Generate More Sales With Email Marketing by Ian Brodie, 2013
- ❑ [Social Media Marketing All-In-One for Dummies](#) by Jan Zimmerman and Deborah Ng, 2017
- ❑ [The Webinar Way](#): Promote Your Services, Drive Leads & Sell a Ton of Product

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B2B Marketing

- ❑ [The Challenger Customer](#): Selling to the Hidden Influencer Who Can Multiply Your Results by Brent Adamson, Matthew Dixon, Pat Spenner, Nick Toman, 2015
- ❑ [The Challenger Sale](#): Taking Control of the Customer Conversation by Brent Adamson, Matthew Dixon, 2011
- ❑ [Growth Hacker Marketing](#): A Primer on the Future of PR, Marketing, and Advertising by Ryan Holiday, 2014
- ❑ [Start With Why](#): How Great Leaders Inspire Everyone to Take Action by Simon Sinek, 2009
- ❑ [Driving Demand](#): Transforming B2B Marketing to Meet the Needs of the Modern Buyer by Carlos Hidalgo, 2016
- ❑ [The Membership Economy: Find Your Super Users, Master the Forever Transaction, and Build Recurring Revenue](#): by Robbie Baxter, 2015
- ❑ [From Impossible to Inevitable](#): How Hyper-Growth Companies Create Predictable Revenue by Aaron Ross, 2016
- ❑ [The Startup Pitch](#): A proven formula to win funding by Chris Lipp, 2014
- ❑ [Account-Based Marketing for Dummies](#) by Sangram Vajre, 2016

If you would like to discuss the topic, please contact your customer success manager, call us at 800-678-8023, or email us at info@brightedge.com.