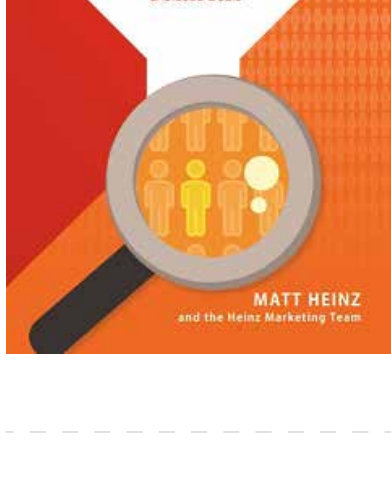


# THE BEST BOOKS FOR MARKETING STRATEGISTS IN 2019

Marketers are known for their constant pursuit of extra knowledge that can separate them from those who don't possess it yet. The irony of searching for knowledge and greater understanding in an age of information is that one could wade through an ocean of data, and yet come out of the other side with nothing useful. Clearly, there is no shortage of information around us. Every year a good number of books get published on the subject of Marketing. As a matter of fact, what most marketers lack is the right guidance. Understanding the crucial role knowledge acquisition plays in everyday lives of marketers Mr Digital created a list of 12 books that will help you become not just another well-read marketer, but someone who grasps the changing trends and adapt.

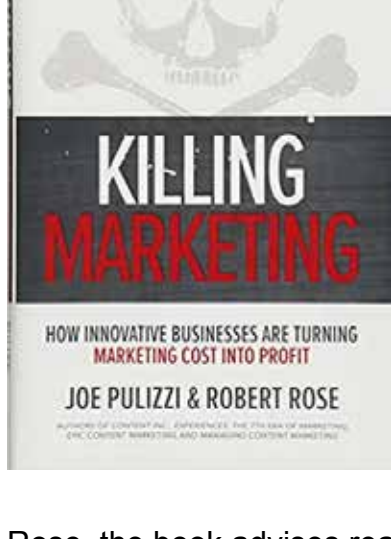
**“Whether you skim over the list, or hunker down to read through the whole thing, it will certainly inform your strategy and offer deep insights into the realities of marketing world”.**



## FULL FUNNEL MARKETING

### MATT HEINZ

Authored by Matt Heinz, Full funnel marketing will be a great catch for anyone who is having trouble driving leads into the lower funnel. Anyone with a basic idea of a sales funnel can capture leads in the upper layer of the funnel, but the real challenge lies in converting them at the end of the funnel. For all its simplicity on the surface, setting up a conversion-optimised sales funnel is no walk in the park.

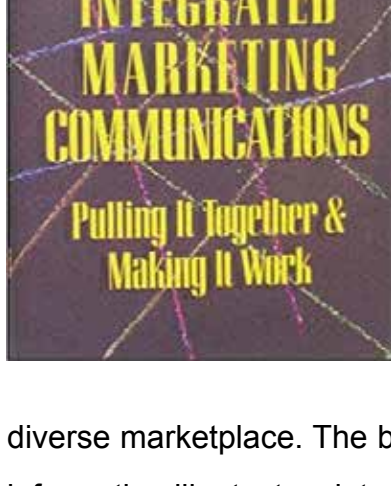


## KILLING MARKETING

### JOE PULIZZI & ROBERT ROSE

Every established or fledgeling business enters the fray with hopes of turning marketing spend into profit. Although most brands steadfastly adhere to age-old principles of marketing, we have witnessed a change in the consumer world's perception of brands. Put simply, most of the successful companies today overcome marketing challenges by changing their approach and creating value for customers. Jointly authored by Pulizzi and

Rose, the book advises readers to transform the very notion of marketing on their organisations.



## INTEGRATED MARKETING COMMUNICATIONS

### DON E. SCHULTZ

This popular book reaffirms the unpalatable truth that mass media advertising no longer possess any mojo over the masses as it used to. Don E. Schultz offers an ingenious blueprint for marketers who have learned about the ineffectiveness of mass media advertising the hard way. The authors unanimously endorse customer-focused marketing models in a growingly

diverse marketplace. The book talks about formulating a multi-channel strategy based on consumer information like tastes, interests and motivations.

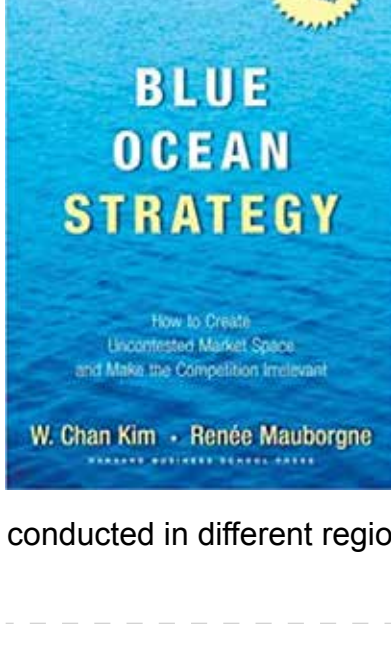


## THE END OF COMPETITIVE ADVANTAGE

### RITA GUNTHER MCGRATH

The book deftly explores a pertinent question of our times: What does it take to compete and win big in the current marketplace? Author Rita Gunther McGrath challenges most marketers' obsession with pursuing 'sustainable competitive advantage. Urging business to transcend the notions of competitive advantage, the book makes a case for reshaping your marketing by creating more opportunities and exploiting them. It offers a

fresh perspective on outdated ideas marketers continue to hold close to the heart and delves into strategies used by successful companies.

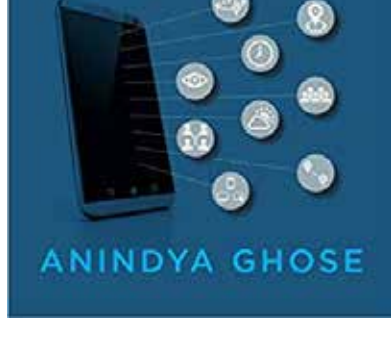


## BLUE OCEAN STRATEGY

### W. CHAN KIM

The title 'Blue Ocean' is basically a metaphor for untapped competitor-free niches where companies should explore. In the book, Kim and Mauborgne urge companies to stay clear of red oceans that are usually bogged down by exploitation and flooded with competitors. The theory propounds that identifying and investing in untapped marketplaces will help companies experience exponential growth. Drawing on case studies

conducted in different regions, authors make strong cases for adopting 'Blue Ocean' model.

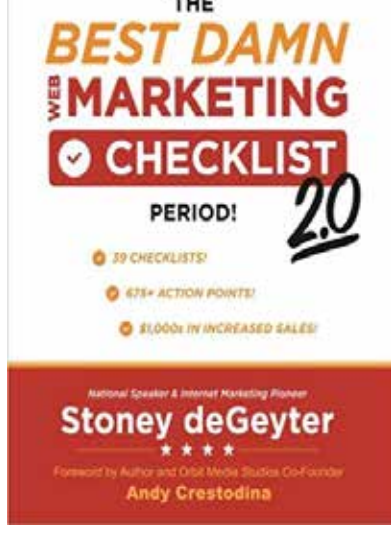


## UNLOCKING THE MOBILE ECONOMY

### ANINDYA GHOSE

The advent and advancement of mobile technology has forever transformed the way we look at buyer behaviour. Most marketers continue to be in search of the perfect strategy to harness this mobile-driven world. Written by Anindya Ghose, an expert in the mobile economy, the book gives us prescient insights into the workings of the mobile economy, by focusing on the value-seeking mobile users. Ghose lays bare the full breadth of

influence mobile technology has over consumers.

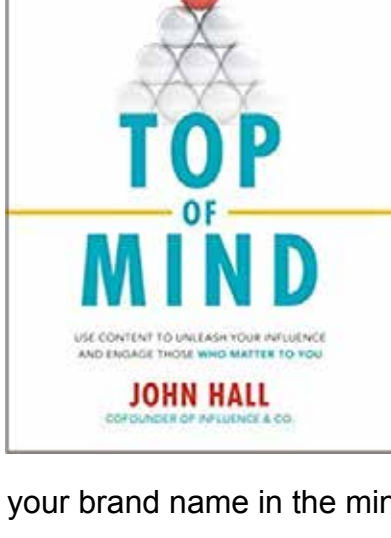


## THE BEST DAMN WEB MARKETING CHECKLIST

### STONEY DEGEYTER

Are you a jack-of-all-trades marketer looking for a comprehensive digital marketing tool that you can rely upon in any situation? Stoney deGeyter has written a holy grail with people like you in mind. Whether you are looking to build a website from scratch, revamping one, or running a budget-driven PPC campaign, this book has it all covered. It is a 2017 revised edition that includes

everything from SEO to landing page optimisation and website marketing.

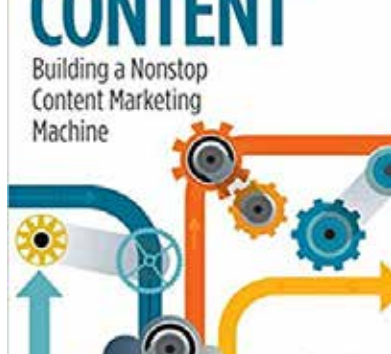


## TOP OF MIND

### JOHN HALL

Brands become a true representative of their respective industries by establishing credibility and winning over the hearts of customers. Now brands achieve this status by building meaningful relationships and offering constant value to customers. All the decisions consumers take may be triggered by information that momentarily appears in our conscious mind. In

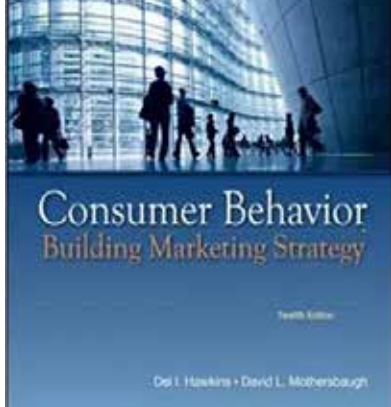
'Top of Mind', John hall gives readers essential tips to etching your brand name in the minds of customers.



## POWERING CONTENT

### LAURA BUSCHE

Powering content deals with a pressing question of our times: In a marketing landscape plagued by a cacophony of digital noise, how do you make your message stand out? Stop what you are doing and read this guide from cover to cover. In fact, this is a perfect book for marketers of all stripes. It delves deep into disciplines as diverse as content strategy, content creation, and content management.

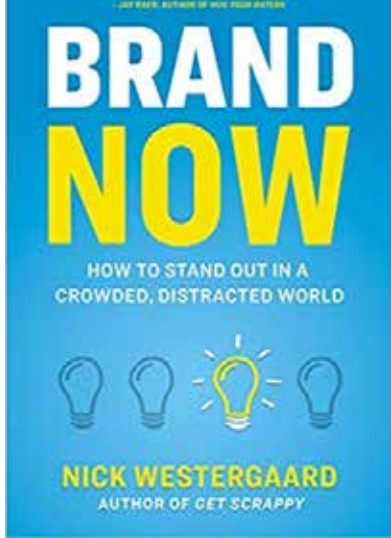


## CONSUMER BEHAVIOR

### DELBERT HAWKINS

It's a marketer's ability to build a perfect marketing strategy that sets him apart from the average ones. Forming a layered understanding of consumer behaviour is a prerequisite for building a sound digital marketing strategy. Delbert Hawkins' book is intended to familiarise marketers with the dynamics of consumer behaviour. It offers an eclectic range of theories, consumer behaviour models, and strategy-based examples to

test and learn.

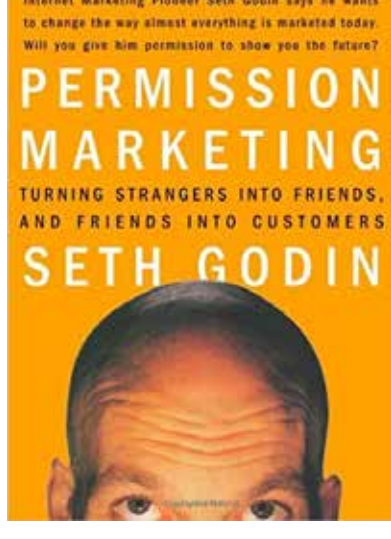


## BRAND NOW

### NICK WESTERGAARD

It is one thing to capture the attention of users, but a whole different thing to retain it. With the functioning of digital media in full swing, one may think it is easier now than ever to retain customer interest. You can't just publish some random content and expect to connect with customers. For your content to resonate well, you must first narrate your brand story. Written by Nick Westergaard, the book helps marketers to build brands that

stay with customers.



## PERMISSION MARKETING

### SETH GODIN

Sometimes it's hard to believe that this book is now 20 years old. In any case, there has never been a greater need to revisit this book, and the revolutionary concepts it promotes. After all, it introduced 'Permission Marketing': a concept that rejected interruption marketing, and placed decision making in the hands of customers. Long gone are the days of harassing consumers with unsolicited calls. Permission Marketing ensures that only

those who showed interest in a product will then be targeted via advertising. For marketers, it's a magical book that will restore their faith in marketing.

# KEEP LEARNING WITH

# MR. DIGITAL

**Confucius is credited with saying,  
“You can't pick up a book without learning something.”  
While that may be true, the lessons within aren't always worthwhile.**

As you read at the outset of this article, it is possible to finish a book and come away from the reading experience with absolutely nothing. Mr Digital can tell you with utmost confidence that reading the books listed here could go a long way in nurturing and building the marketer in you. After all, among the listed are some of the most renowned authors with a global reputation and fan following.

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