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**Recommended Reading List by Category (Updated 1Q 2021)**

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*\*Note, some books are listed in more than one category.*



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## Recommended Reading List by Category (Updated 1Q 2021)

<b>Sales Skills, Sales Management, Leadership</b>
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**A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas**

*By Warren Berger*

**Aligning Strategy and Sales: The Choices, Systems and Behaviors that Drive Effective Selling**

*By Frank Cespedes*

**Conversational Intelligence: How Great Leaders Build Trust & Get Extraordinary Results**

*By Judith Glaser*

**Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals**

*By Erik Peterson*

**Hacking Sales: The Playbook for Building a High Velocity Sales Machine**

*By Max Altschuler*

**Focus: The Hidden Driver of Excellence**

*By Daniel Goleman*

**Humble Inquiry: The Gentle Art of Asking Instead of Telling (BK Business)**

*By Edgar H. Schein*

**Insight Selling: Surprising Research on What Sales Winners Do Differently**

*By Mike Schultz, John E. Doerr, Neil Rackham*

**Just Listen: Discover the Secret to Getting Through to Absolutely Anyone**

*By Mark Goulston*

**Leader Board: The DNA of High Performance Teams**

*By Omar L. Harris*

**Leaders Eat Last: Why Some Teams Pull Together and Others Don't**

*By Simon Sinek*

**Leapfrogging: Harness the Power of Surprise for Business Breakthroughs**

*By Soren Kaplan, Marshall Goldsmith*

**Moneyball: The Art of Winning an Unfair Game**

*By Michael Lewis*



## **Recommended Reading List by Category (Updated 1Q 2021)**

**Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle)**

*By Deepack Malhotra*

**Power Questions: Build Relationships, Win New Business and Influence Others**

*By Andrew Sobel*

**Predictable Revenue: Turn Your Business Into A Sales Machine With the \$100 Million Best Practices of Salesforce.com**

*By Aaron Ross*

**Pricing with Confidence: 10 Ways to Stop Leaving Money on the Table**

*By Reed Holden, Mark Burton*

**Saleshood: How Winning Sales Managers Inspire Sales Teams to Succeed**

*By Elay Cohen*

**Start With No**

*By Jim Camp*

**Start with Why: How Great Leaders Inspire Everyone to Take Action**

*By Simon Sinek*

**Surprise: Embrace the Unpredictable and Engineer the Unexpected**

*By Lee AnnRenninger*

**The Art of the Pitch: Persuasion and Presentation Skills that Win Business**

*By Peter Coughter*

**The Challenger Sales: Taking Control of the Customer Conversation**

*By Matthew Dixon and Brent Adamson*

**The Language of Success**

*By Tom Sant*

**The Speed of Trust**

*By Steven M. R. Covey*

**The Talent Delusion: Why Data, Not Intuition, Is the Key to Unlocking Human Potential**

*By Tomas Chamorro-Premuzic*

**The 3-Minute Rule, Say Less to Get More From Any Pitch or Presentation**

*By Brant Pinvidic*



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## **Recommended Reading List by Category (Updated 1Q 2021)**

### **The 33 Ruthless Rules of Local Advertising**

*By Michael Corbett*

### **The Science of Selling: Proven Strategies to Make Your Pitch, Influence Decisions, and Close the Deal**

*By David Hoffeid*

### **Think Like Your Customer**

*By Bill Stinnett*

### **Three Value Conversations: How to Create, Elevate and Capture Customer Value**

*By Eric Peterson, Tim Riesterer, Conrad Smith and Cheryl Geoffrion*

### **To Sell is Human: The Surprising Truth About Moving Others**

*By Daniel Pink*

### **Truth, Lies, and Advertising: The Art of Account Planning**

*By Jon Steel*

### **What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story**

*By Michael Bosworth*

### **What's The Big Idea?: How to Win with Outrageous Ideas (That Sell)**

*By George Lois & Bill Pitts*

### **Writing that Works: How to Communicate Effectively in Business**

*By Kenneth Roman, Joel Raphaelson*

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## **Presentations, Presentation Skills**

### **A Trainer's Guide to PowerPoint: Best Practices for Master Presenters**

*By Mike Parkinson*

### **Back of the Napkin: Solving Problems and Selling Ideas with Pictures**

*By Dan Roam*

### **Conversational Intelligence: How Great Leaders Build Trust & Get Extraordinary Results**

*By Judith Glaser*

### **Conversations That Win the Complex Sale: Using Power Messaging to Create More Opportunities, Differentiate your Solutions, and Close More Deals**

*By Erik Peterson*

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## **Recommended Reading List by Category (Updated 1Q 2021)**

**If I Understood You, Would I Have This Look on My Face? My Adventure in the Art and Science of Relating and Communicating**

*By Alan Alda*

**Impossible to Ignore: Creating Memorable Content to Influence Decisions**

*By Carmen Simon*

**Made to Stick**

*By Chip Heath & Dan Heath*

**Public Speaking: Storytelling for Electrifying Presentations**

*By Akash Karia*

**Presentation Zen: Simple Ideas on Presentation Design and Delivery**

*By Garr Reynolds*

**Resonate: Present Visual Stories that Transform Audiences**

*By Nancy Duarte*

**The 3-Minute Rule, Say Less to Get More From Any Pitch or Presentation**

*By Brant Pinvidic*

**The Language of Success**

*By Tom Sant*

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### **Problem Solving, Negotiation, Decision Making**

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**A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas**

*By Warren Berger*

**Back of the Napkin: Solving Problems and Selling Ideas with Pictures**

*By Dan Roam*

**Decisive: How to Make Better Choices in Life and Work**

*By Chip Heath and Dan Heath*

**How to Decide: Simple Tools for Making Better Choices**

*By Annie Duke*

**Influence: The Psychology of Persuasion**

*By Robert B. Cialdini*

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## Recommended Reading List by Category (Updated 1Q 2021)

### **Misbehaving: The Making of Behavioral Economics**

*By Richard H. Thaler*

### **Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts (without Money or Muscle)**

*By Deepack Malhotra*

### **Start With No**

*By Jim Camp*

### **Predictably Irrational: The Hidden Forces That Shape Our Decisions**

*By Dan Ariely*

### **Words that Change Minds: The 14 Patterns for Mastering the Language of Influence**

*By Shelle Rose Charvet*

<b>Storytelling</b>
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### **A More Beautiful Question: The Power of Inquiry to Spark Breakthrough Ideas**

*By Warren Berger*

### **Back of the Napkin: Solving Problems and Selling Ideas with Pictures**

*By Dan Roam*

### **Blink: The Power of Thinking Without Thinking**

*By Malcolm Gladwell*

### **How Emotions Are Made: The Secret Life of the Brain**

*By Lisa Feldman Barrett, Ph.D.*

### **Impossible to Ignore: Creating Memorable Content to Influence Decisions**

*By Carmen Simon*

### **Lead with a Story: A Guide to Crafting Business Narratives That Captivate, Convince, and Inspire**

*By Paul Smith*

### **Made to Stick**

*By Chip Heath & Dan Heath*

### **Public Speaking: Storytelling for Electrifying Presentations**

*By Akash Karia*



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## **Recommended Reading List by Category (Updated 1Q 2021)**

### **Presentation Zen: Simple Ideas on Presentation Design and Delivery**

*By Garr Reynolds*

### **Persuasion in Advertising**

*By John & Nicholas O'Shaughnessy*

### **Resonate: Present Visual Stories that Transform Audiences**

*By Nancy Duarte*

### **Start with Why: How Great Leaders Inspire Everyone to Take Action**

*By Simon Sinek*

### **The Art of the Pitch: Persuasion and Presentation Skills that Win Business**

*By Peter Coughter*

### **The Elements of Persuasion: The Five Key Elements of Stories That Sell**

*By Richard Maxwell, Robert Dickman*

### **The Micro-Script Rules: How to Tell Your Story and Differentiate Your Brand**

*By Bill Schley*

### **The Paradox of Choice: Why More is Less**

*By Barry Schwartz*

### **The Pyramid Principle: Logic in Writing and Thinking**

*By Barbara Minto*

### **The Soul of Business: Staying Human in the Age of Data**

*By Rishad Tobaccowala*

### **The Story Factor: Inspiration, Influence and Persuasion Through the Art of Storytelling**

*By Annette Simmons*

### **The Tall Lady With the Iceberg: The Power of Metaphor to Sell, Persuade & Explain Anything to Anyone**

*By Anne Miller*

### **Thinking, Fast and Slow**

*By Daniel Kahneman*

### **What Great Salespeople Do: The Science of Selling Through Emotional Connection and the Power of Story**

*By Michael Bosworth*



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## Recommended Reading List by Category (Updated 1Q 2021)

### **Whoever Tells the Best Story WINS**

*By Annette Simmons*

### **Words that Change Minds: The 14 Patterns for Mastering the Language of Influence**

*By Shelle Rose Charvet*

<b>Innovation, Change, Business Strategy</b>
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### **Blue Ocean Strategy**

*By W. Chan Kim and Renee Mauborgne*

### **Built to Suck: The Inevitable Demise of the Corporation...and How to Save It?**

*By Joseph Jaffe*

### **Crossing the Chasm**

*By Geoffrey Moore*

### **Escape Velocity**

*By Geoffrey Moore*

### **Leap! A Revolution in Creative Business Strategy**

*By Bob Schmetterer*

### **Originals: How Non-Conformists Move the World**

*By Adam Grant*

### **Platform Scale: How an emerging business model helps startups build large empires with minimum investment**

*By Sangeet Paul Choudary*

### **Purple Cow: Transform Your Business by Being Remarkable**

*By Seth Godin*

### **Switch: How to Change Things When Change is Hard**

*By Dan and Chip Heath*

### **The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers**

*By Ben Horowitz*





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## Recommended Reading List by Category (Updated 1Q 2021)

**The Expertise Economy: How the Smartest Companies Use Learning to Engage, Compete and Succeed**

*By Kelly Palmer*

**The Innovators DNA: Mastering the Five Skills of Disruptive Innovators**

*By Clayton Christensen*

**The Power of Pull: How *Small Moves, Smartly Made*, Can Set *Big Things* in Motion**

*By John Hagel III, John Seely Brown and Lang Davison*

**Where Good Ideas Come From: The Natural History of Innovation**

*By Steven Johnson*

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### Data, Analytics and Artificial Intelligence

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**Artificial Intelligence for Marketing: Practical Applications**

*By Jim Sterne*

**Big Data at Work: Dispelling the Myths, Uncovering the Opportunities**

*By Thomas Davenport*

**Call to Action: Secret Formulas to Improve Online Results**

*By Bryan & Jeffrey Eisenberg*

**Competing on Analytics: The New Science of Winning**

*By Davenport, Thomas H. & Harris, Jeanne G.*

**Data Driven: Harnessing Data and AI to Reinvent Customer Engagement**

*By Tom Shave, Chris o'Hara, Vivek Vaidya*

**Data-ism: The Revolution Transforming Decision Making, Consumer Behavior, and Almost Everything Else**

*By Steve Lohr*

**Keeping Up With Quants: Your Guide to Understanding and Using Analytics**

*By Thomas Davenport, Jinho Kim*

**Maths and Stats for Web Analytics and Conversion Optimization**

*By Manshu Sharma*

**Moneyball: The Art of Winning an Unfair Game**

*By Michael Lewis*



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## Recommended Reading List by Category (Updated 1Q 2021)

**SIRFs Up: Catching the Next Wave in Marketing: The Story of How Spend to Impact Response Functions, Algorithms and Software are Changing the Face of Marketing**

*By Rex Briggs*

**Social Media Metrics: How to Measure and Optimize Your Marketing Investment**

*By Jim Sterne*

**Super Freakonomics**

*By Steven Levitt & Stephen Dubner*

**The Devil's Data Dictionary**

*By Jim Sterne*

**The Digital Metrics Field Guide**

*By Stephen Rappaport*

**The Elements of Persuasion: The Five Key Elements of Stories That Sell**

*By Richard Maxwell, Robert Dickman*

**Web Metrics: Proven Methods for Measuring Website Success**

*By Jim Sterne*

**Winning with Data: Transform Your Culture, Empower Your People, and Shape the Future**

*By Tomasz Tunguz, Frank Bien*

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### General Advertising, Marketing, Creative

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**And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All**

*By Bob Garfield*

**Back of the Napkin: Solving Problems and Selling Ideas**

*By Dan Roam*

**Creative Advertising: Ideas and Techniques from the Best Campaigns**

*By Mario Pricken*

**How Customers Think: Essential Insights into the Mind of the Market**

*By Gerald Zaltman*

**Life After the 30-Second Spot: Energize Your Brand with a Bold Mix of Alternative to Traditional Advertising**

*By Joseph Jaffe*



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## Recommended Reading List by Category (Updated 1Q 2021)

### **Persuasion in Advertising**

*By John & Nicholas O'Shaughnessy*

### **Positioning: The Battle for Your Mind**

*By Al Ries & Jack Trout*

### **Ogilvy on Advertising**

*By David Ogilvy*

### **SIRFs Up: Catching the Next Wave in Marketing: The Story of How Spend to Impact Response Functions, Algorithms and Software are Changing the Face of Marketing**

*By Rex Briggs*

### **The Art of Advertising**

*By George Lois & Bill Pitts*

### **The Chaos Scenario**

*By Bob Garfield*

### **The Medium is the Massage**

*By Marshall McLuhan*

### **The Ultimate Secrets of Advertising**

*By John Philip Jones*

### **Truth, Lies, and Advertising: The Art of Account Planning**

*By Jon Steel*

### **Why We Buy: The Science of Shopping**

*By Paco Underhill*

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## Marketing, Branding, Strategy, Persuasion

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### **Beyond Disruption: Changing the Rules in the Marketplace**

*By Jean-Marie Dru*

### **Blink: The Power of Thinking Without Thinking**

*By Malcolm Gladwell*

### **Brand Media Strategy: Integrated Communications Planning in the Digital Era**

*By Anthony Young*



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## **Recommended Reading List by Category (Updated 1Q 2021)**

### **Brandscaping: Unleashing the Power of Partnerships**

*By Andrew Davis*

### **Buyer Personas: How to Gain Insight Into Your Customer's Expectations, Align Your Marketing Strategies, and Win More Business**

*By Adele Revella*

### **Crossing the Chasm**

*By Geoffrey Moore*

### **Buyology: Truth and Lies About What We Buy**

*By Martin Lindstrom*

### **Escape Velocity**

*By Geoffrey Moore*

### **Harvard Business Review's 10 Must Reads on Strategy**

*By Harvard Business Review*

### **How Customers Think: Essential Insights into the Mind of the Market**

*By Gerald Zaltman*

### **How Emotions Are Made: The Secret Life of the Brain**

*By Lisa Feldman Barrett, Ph.D.*

### **Influence: The Psychology of Persuasion**

*By Robert B. Cialdini*

### **Made to Stick**

*By Chip & Dan Heath*

### **Negotiating the Impossible: How to Break Deadlocks and Resolve Ugly Conflicts**

*By Deepak Malhotra*

### **Outside In: The Power of Putting Customers at the Center of Your Business**

*By Harley Manning, Kerry Bodine*

### **Positioning: The Battle for Your Mind**

*By Al Ries & Jack Trout*



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## Recommended Reading List by Category (Updated 1Q 2021)

**Predictable Revenue: Turn Your Business Into A Sales Machine With the \$100 Million Best Practices of Salesforce.com**

*By Aaron Ross*

**Purple Cow: Transform Your Business by Being Remarkable**

*By Seth Godin*

**Persuasion in Advertising**

*By John & Nicholas O'Shaughnessy*

**SIRFs Up: Catching the Next Wave in Marketing: The Story of How Spend to Impact Response Functions, Algorithms and Software are Changing the Face of Marketing**

*By Rex Briggs*

**The Biology of Believe: Unleashing the Power of Consciousness, Matter and Miracles**

*By Bruce Lipton*

**The Elements of Persuasion: The Five Key Elements of Stories That Sell**

*By Richard Maxwell & Robert Dickman*

**The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion**

*By John Seely Brown, Lang Davidson, John Hagel*

**Think Like a Freak: The Authors of Freakonomics Offer to Retrain Your Brain**

*By Steven Levitt, Stephen Dubner*

**Where Good Ideas Come From: The Natural History of Innovation**

*By Steven Johnson*

**Why We Buy: The Science of Shopping**

*By Paco Underhill*

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### Technology

**Ad Serving Technology: Understand the Marketing Revelation That Commercialized the Internet**

*By Gregory Cristal*

**Targeted: How Technology is Revolutionizing Advertising and the Way Companies Reach Consumers**

*By Mike Smith*

**The Cluetrain Manifesto**

*By Rick Levine, Christopher Locke, Doc Searls & David Weinberger*



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## Recommended Reading List by Category (Updated 1Q 2021)

### **The Medium is the Massage**

*By Marshall McLuhan*

### **The World is Flat: A Brief History of the Twenty—First Century**

*By Thomas L. Friedman*

## Social Media

### **Communities Dominate Brands**

*By Tomi T. Ahonen & Alan Moore*

### **Groundswell: Winning in a World Transformed by Social Technologies**

*By Charlene Li & Josh Bernoff*

### **Social Communication in Advertising: Consumption in the Mediated Marketplace**

*By William Leiss, Stephen Kline, Sut Jhally & Jackie Botterill*

### **Social Media Metrics: How to Measure and Optimize Your Marketing Investment**

*By Jim Sterne*

### **The Anatomy of Buzz: How to Create Word of Mouth Marketing**

*By Emanuel Rosen*

### **The Influentials**

*By Ed Keller & Jon Berry*

### **The Elements of Persuasion: The Five Key Elements of Stories That Sell**

*By Richard Maxwell, Robert Dickman*

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

*By Malcolm Gladwell*

## Culture, Life Skills, Personal Performance, Psychology & Change

### **A Geography of Time: On Tempo, Culture and the Pace of Life**

*By Robert Levine*

### **Brain Rules: 12 Principles for Surviving and Thriving at Work, Home and School**

*By John Medina*



## **Recommended Reading List by Category (Updated 1Q 2021)**

### **Deep Work: Rules for Focused Success in a Distracted World**

*By Cal Newport*

### **Focus: The Hidden Driver of Excellence**

*By Daniel Goleman*

### **Hooked Up: A New Generation Surprising Take on Sex, Politics and Saving the World**

*By Jack Myers*

### **How Will You Measure Your Life?**

*By Clayton Christensen*

### **Influence: The Psychology of Persuasion**

*By Robert B. Cialdini*

### **Just Listen: Discover the Secret to Getting Through to Absolutely Anyone**

*By Mark Goulston*

### **Narrative Generation: Why Narrative Will Become Your Most Valuable Asset in the Next 5 Years**

*By Tobin Trevarthen, Ann Badillo, Tim Donovan*

### **Originals: How Non-Conformists Move the World**

*By Adam Grant*

### **Predictably Irrational: The Hidden Forces that Shape Our Decisions**

*By Dan Ariely*

### **Principles: Life and Work**

*By Ray Dalio*

### **Switch: How to Change Things When Change is Hard**

*By Chip Heath & Dan Heath*

### **The Art of Happiness: A Handbook for Living**

*By Dalai Lama*

### **The Difference: How the Power of Diversity Creates Better Groups, Firms, Schools, and Societies**

*By Scott E. Page*

### **The Intuitive Compass: Why the Best Decisions Balance Reason and Instinct**

*By Francis Cholle*



## **Recommended Reading List by Category (Updated 1Q 2021)**

### **The Language of Success**

*By Tom Sant*

### **The Power of Full Engagement: Managing Energy, Not Time, is the Key to High Performance and Personal Renewal**

*By Jim Loehr, Tony Schwartz*

### **The Power of Onliness: Make Your Wild Ideas Mighty Enough to Dent the World**

*By Nilofer Merchant*

### **Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers**

*By Timothy Ferris, Arnold Schwarzenegger*

### **Wisdom at Work: The Making of a Modern Elder**

*By Chip Conley*

*We encourage and welcome your recommendations for additions to this list. Please email your suggestions to [leslie@academydm.com](mailto:leslie@academydm.com)*