

Personality Not Included: Resource List

A list of resources for the book Personality Not Included by Robit Bhargava. For an online version of this list, including links to buy all these books, visit <http://www.personalitynotincluded.com/resources/>

Advertising:

Selling Ben Cheever: Back to Square One in a Service Economy

By Benjamin Cheever

Where the Suckers Moon: The Life and Death of an Advertising Campaign

By Randall Rothenberg

Tested Advertising Methods (Prentice Hall Business Classics)

By John Caples, Fred E. Hahn

Then We Set His Hair on Fire: Insights and Accidents from a Hall of Fame Career in Advertising

By Phil Dusenberry

Gonzo Marketing: Winning Through Worst Practices

By Christopher Locke

Ogilvy on Advertising

By David Ogilvy

Sisomo: The Future on Screen

By Kevin Roberts

The Lovemarks Effect: Winning in the Consumer Revolution

By Kevin Roberts

Hoopla

By Crispin Porter + Bogusky, Warren Berger

Blogs & Social Media

The Power of Nice: How to Conquer the Business World With Kindness

By Linda Kaplan Thaler, Robin Koval

Truth: The New Rules for Marketing in a Skeptical World

By Lynn B. Upshaw

The Authentic Brand

By Christopher Rosica

Blogwild!: A Guide for Small Business Blogging

By Andy Wibbels

The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right

By Debbie Weil

Wikinomics: How Mass Collaboration Changes Everything

By Don Tapscott, Anthony D. Williams

Blogging for Business: Everything You Need to Know and Why You Should Care

By Shel Holtz, Ted Demopoulos

Join the Conversation: How to Engage Marketing-Wearied Consumers with the Power of Community, Dialogue, and Partnership

By Joseph Jaffe

Marketing to the Social Web: How Digital Customer Communities Build Your Business

By Larry Weber

The New Influencers: A Marketer's Guide to the New Social Media

By Paul Gillin

Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers
By Robert Scoble, Shel Israel

Branding

The Dictionary of Brand
By Marty Neumeier

Whatever You Think, Think the Opposite
By Paul Arden

Zag: The Number One Strategy of High-Performance Brands
By Marty Neumeier

The Origin of Brands: Discover the Natural Laws of Product Innovation and Business Survival
By Al Ries, Laura Ries

The 11 Immutable Laws of Internet Branding
By Al Ries, Laura Ries

The 22 Immutable Laws of Branding
By Al Ries, Laura Ries

A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century
By Scott Bedbury, Stephen Fenichell

Positioning: The Battle for Your Mind
By Al Ries

Brand Warfare: 10 Rules for Building the Killer Brand
By D'Alessandro

Killer Brands: Create and Market a Brand That Will Annihilate the Competition

By Frank Lane

Beyond Branding: How the New Values of Transparency and Integrity Are Changing the World of Brands

From Kogan Page

Living Brands: Collaboration + Innovation = Customer Fascination

By Raymond Nadeau

Building Brandwidth: Closing the Sale Online

By Sergio Zyman, Scott Miller

Branding: The Power of Market Identity

By David E. Carter

Business Strategy

The Rise of the Creative Class: And How It's Transforming Work, Leisure, Community and Everyday Life

By Richard Florida

The End of Marketing as We Know It

By Sergio Zyman

Inside the Tornado: Strategies for Developing, Leveraging, and Surviving Hypergrowth Markets (Collins Business Essentials)

By Geoffrey A. Moore

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!

By Al Ries, Jack Trout

Built to Last: Successful Habits of Visionary Companies

By James C. Collins, Jerry I. Porras

A Whole New Mind: Why Right-Brainers Will Rule the Future

By Daniel H. Pink

The Future of Competition: Co-Creating Unique Value with Customers

By C. K. Prahalad, Venkat Ramaswamy

The Long Tail: Why the Future of Business is Selling Less of More

By Chris Anderson

The Ultimate Question: Driving Good Profits and True Growth

By Fred Reichheld

Good to Great: Why Some Companies Make the Leap... and Others Don't

By Jim Collins

Consumer Behaviour

Your Attention Please: How to Appeal to Today's Distracted, Disinterested, Disengaged, Disenchanted, and Busy Consumer

By Paul B. Brown, Alison Davis

She Means Business: 7 New Rules for Marketing to Today's Woman

By Grant J. Schneider

The Ten Demandments: Rules to Live By in the Age of the Demanding Customer

By Kelly Mooney, Laura Bergheim

Hot Button Marketing: Push the Emotional Buttons That Get People to Buy

By Barry Feig

Why We Buy: The Science Of Shopping

By Paco Underhill

Treasure Hunt: Inside the Mind of the New Consumer

By Michael J. Silverstein, John Butman

Influence: The Psychology of Persuasion (Collins Business Essentials)

By Robert B. Cialdini

The Soul of the New Consumer

By David Lewis

Don't Make Me Think: A Common Sense Approach to Web Usability, 2nd Edition

By Steve Krug

Punk Marketing: Get Off Your Ass and Join the Revolution

By Richard Laermer, Mark Simmons

Culture & Marketing

Nobrow : The Culture of Marketing, the Marketing of Culture

By John Seabrook

No Logo: No Space, No Choice, No Jobs

By Naomi Klein

Millennials and the Pop Culture

By William Strauss, Neil Howe

Innovation & Creativity

The Design of Everyday Things

By Donald A. Norman

Jump Start Your Marketing Brain: Scientific Advice and Practical Ideas

By Doug Hall

The Art of Innovation: Lessons in Creativity from IDEO, America's Leading Design Firm

By Tom Kelley, Tom Peters, Tom Peters

Kawasaki & Godin

Free Prize Inside: The Next Big Marketing Idea

By Seth Godin

The Dip: A Little Book That Teaches You When to Quit (and When to Stick)

By Seth Godin

Meatball Sundae: Is Your Marketing out of Sync?

By Seth Godin

Purple Cow: Transform Your Business by Being Remarkable

By Seth Godin

Permission Marketing : Turning Strangers Into Friends And Friends Into Customers

By Seth Godin

Small Is the New Big: and 183 Other Riffs, Rants, and Remarkable Business Ideas

By Seth Godin

All Marketers Are Liars: The Power of Telling Authentic Stories in a Low-Trust World

By Seth Godin

The Big Red Fez: How To Make Any Web Site Better

By Seth Godin

Survival Is Not Enough: Why Smart Companies Abandon Worry and Embrace Change

By Seth Godin

The Art of the Start: The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

By Guy Kawasaki

Rules For Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services

By Guy Kawasaki, Michele Moreno

Selling the Dream

By Guy Kawasaki

How to Drive Your Competition Crazy: Creating Disruption for Fun and Profit

By Guy Kawasaki

Personality in Business

The Platinum Rule: Discover the Four Basic Business Personalities and How They Can Lead You to Success

By Tony Alessandra, Michael J. O'Connor

Type Talk at Work (Revised): How the 16 Personality Types Determine Your Success on the Job

By Otto Kroeger, Janet M. Thuesen, Hile Rutledge

What Type Am I?: The Myers-Brigg Type Indication Made Easy

By Renee Baron

Companies Are People, Too: Discover, Develop, and Grow Your Organization's True Personality

By Sandy Fekete

Public Relations

The Fall of Advertising and the Rise of PR

By Al Ries, Laura Ries

Can We Do That?! Outrageous PR Stunts That Work--And Why Your Company Needs Them

By Peter Shankman

Marketing Trends

The Trendmaster's Guide: Get a Jump on What Your Customer Wants Next

By Robyn Waters

Trends (Tom Peters Essentials)
By Tom Peters, Martha Barletta

Chasing Cool: Standing Out in Today's Cluttered Marketplace
By Noah Kerner, Gene Pressman

The Hummer and the Mini: Navigating the Contradictions of the New Trend Landscape
By Robyn Waters

Next Now: Trends for the Future
By Marian Salzman, Ira Matathia

Real Stories & Compilations

F'd Companies: Spectacular Dot-Com Flameouts
By Philip J. Kaplan

Losing My Virginity: How I've Survived, Had Fun, and Made a Fortune Doing Business My
Way
By Richard Branson

Who Says Elephants Can't Dance?: Leading a Great Enterprise through Dramatic Change
By Louis V. Gerstner

Blue Streak: Inside jetBlue, the Upstart that Rocked an Industry
By Barbara Peterson

Brand Royalty: How the World's Top 100 Brands Thrive & Survive
By Matt Haig

The Dinner Club: How the Masters of the Internet Universe Rode the Rise and Fall of the
Greatest Boom in History
By Shannon Henry

L.L. Bean: The Making of an American Icon

By Leon Gorman

Chocolates on the Pillow Aren't Enough: Reinventing The Customer Experience

By Jonathan M. Tisch

Storytelling & Screenwriting

The Elements of Persuasion: Use Storytelling to Pitch Better, Sell Faster & Win More Business

By Richard Maxwell, Robert Dickman

Made to Stick: Why Some Ideas Survive and Others Die

By Chip Heath, Dan Heath

The World's Shortest Stories: Murder, Love, Horror, Suspense, All This and Much More in the Most Amazing Short Stories Ever Written, Each One Just 55 Words Long

From Running Press Book Publishers

Save The Cat! The Last Book on Screenwriting You'll Ever Need

By Blake Snyder

Save the Cat! Goes to the Movies: The Screenwriter's Guide to Every Story Ever Told

By Blake Snyder

Cinematic Storytelling: The 100 Most Powerful Film Conventions Every Filmmaker Must Know

By Jennifer Van Sijll

Stupidity of Work

Why Business People Speak Like Idiots: A Bullfighter's Guide

By Brian Fugere, Chelsea Hardaway, Jon Warshawsky

Dogbert's Top Secret Management Handbook

By Scott Adams

The Dilbert Future: Thriving on Business Stupidity in the 21st Century
By Scott Adams

Stick to Drawing Comics, Monkey Brain!: Cartoonist Ignores Helpful Advice
By Scott Adams

Why Work Is Weird: An Antidote to the Frustrations of Corporate Life
By Jerry Connor, Lee Sears

Small Business

The Emyth
By Michael Gerber

Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide
By John Jantsch

Word of Mouth Marketing

The Anatomy of Buzz: How to Create Word of Mouth Marketing
By Emanuel Rosen

The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through
Runaway Word of Mouth
By George Silverman

Citizen Marketers: When People Are the Message
By Ben McConnell, Jackie Huba

Beyond Buzz: The Next Generation of Word-of-Mouth Marketing
By Lois Kelly

Grapevine: The New Art of Word-of-Mouth Marketing
By Dave Balter, John Butman

Word of Mouth Marketing: How Smart Companies Get People Talking

By Andy Sernovitz