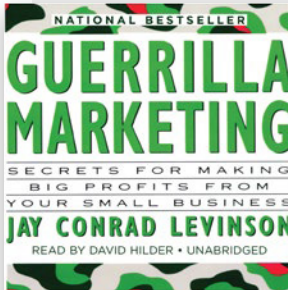


# The 5 Best Books On Marketing Summarised in One Page

**ActionCOACH**  
BUSINESS COACHING

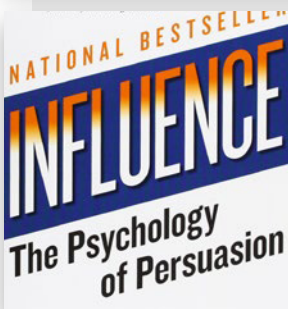


## 1. Guerrilla Marketing by Jay Conrad Levinson

First published in 1984, Guerrilla Marketing has become a required text on many MBA programmes and has sold millions of copies around the world. The basic premise is this: if you're a business that has a small or non-existent marketing budget you should learn marketing strategies that require effort, rather than money. [Buy it here](#)

### Take Home Lesson

As a marketing guerrilla you need to make the most of your resources through careful thinking and creative planning, rather than wishful thinking and careless spending.

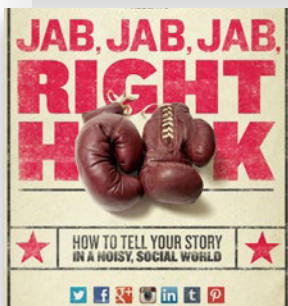


## 2. Influence: The Psychology of Persuasion by Robert Cialdini

Since its first publication in 1984, Influence has been recognised as the seminal text on the art of persuasion. Written by a Professor of Psychology it looks at the research on persuasion and identifies 6 key weapons of influence. [Buy it here](#)

### Take Home Lesson

See whether you can improve your marketing efforts by harnessing the 6 keys to influence: reciprocity, commitment, social proof, likeability, authority and scarcity.

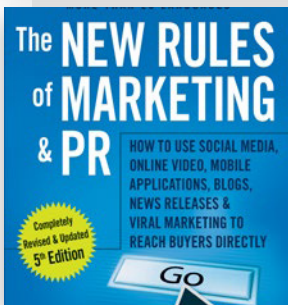


## 3. Jab, Jab, Jab, Right Hook by Gary Vaynerchuk

Vaynerchuk argues that most businesses get social media very wrong because they try and sell without first building trust. The "jab, jab, jab, right hook" of the title refers to Vaynerchuk's recommended approach: give, give, give... and then ask. [Buy it here](#)

### Take Home Lesson

In social media to set yourself apart from the noise, first create something of value and then give it away generously.

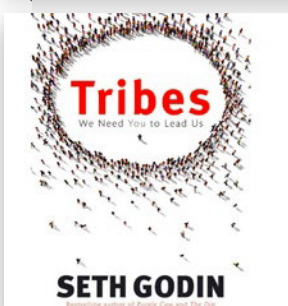


## 4. The New Rules of Marketing & PR by David Meerman Scott

The world of marketing has been transformed by the internet. The New Rules of Marketing & PR, now in its 5th edition, is a definitive guide on how marketers should operate in this new environment. Meerman Scott covers a variety of topics including social media, online video, mobile apps, blogs, and viral marketing. [Buy it here](#)

### Take Home Lesson

The new tools of online marketing are radically different to the tools of traditional marketing. You must understand these differences if you want to reap the rewards.



## 5. Tribes by Seth Godin

Tribes explores how we can build a movement of like minded individuals who passionately rally around a common cause. Godin argues that often what's missing is simply a leader who is willing to lead. He encourages you to take up that role. [Buy it here](#)

### Take Home Lesson

People want to be part of a tribe. So find a cause, step forward and be the leader that people need.

For this and more helpful information, visit us online at: [www.tbga.co.uk](http://www.tbga.co.uk)