

Bill Carmody's Book Recommendations

Tim Sanders, Chief Solutions Officer at Yahoo!, wrote an inspirational book called "Love is the Killer App". In this book, he encourages people to share their knowledge by recommending books that have really inspired them. The following is my list of favorite books that have helped shape the way I think.

1. **Free Prize Inside**, by Seth Godin. The author of *Permission Marketing* (see below) and *Purple Cow* (also a wonderful book), examines the power of the "free prize" – from helping to sell cereal boxes and Cracker Jacks to innovation at retail. My personal favorite is the Babies R Us example where the free prize is reserved parking spaces for pregnant women. (*Hint: Try to buy the version that comes in a cereal box.*)
2. **The Tipping Point**, by Malcolm Gladwell. Procter & Gamble set up an entire business unit (and then spun it off) based on the principles of this book. In this masterfully written book, Gladwell examines what elements are needed to create an epidemic and how marketers can learn from this social phenomenon. The tipping point is the exact point in which "little things make a big difference."
3. **The Experience Economy**, by Joseph Pine & James Gilmore. First published in 1999, there isn't a single book that comes close to explaining, "Why Work *Is* Theater & Every Business a Stage." This is a must read for anyone in the Event Marketing world, and a recommended read to anyone who wishes to move beyond the Service Economy and into today's Experience Economy. If nothing else, this book will explain why Starbucks can charge \$5 for coffee that is worth a few cents as a commodity.
4. **The Innovator's Dilemma**, by Clayton Christensen. Ever wonder why great companies seem to fail? This book explains the difference between sustaining technologies and disruptive technologies and why "small markets don't solve the growth needs of large companies" among many other key insights. This book is intensely analytical, but if you stay with it, you'll come away with a clear understanding of market trends and why the need for growth can often bring great companies to their knees. *NOTE: If you like this book, you'll love his second book, "The Innovator's Solution."*
5. **What's Next?**, by Eamonn Kelly, Peter Leyden and Members of the Global Business Network. Not for the faint of heart, this book looks five, ten, and event twenty years into the future and examines the cultural, environmental, political, economical, scientific and technological advances that will impact our people, businesses, country and world. Not the book to get for light reading, but the perfect book to help steer your thinking around long-term planning and growth strategies.
6. **Love is the Killer App**, by Tim Sanders. If you get any value out of this book recommendation list, you can thank Tim Sanders. I know Tim Sanders personally, and not only is he an amazing speaker, but the ideas in this book are extremely powerful. We often get so tied up in our work lives that we forget that our co-workers are people too and as such, need love. Helping others certainly will help you in the long run, and Tim Sanders does a masterful job of illustrating this point.
7. **Working the Room**, by Nick Morgan. If you've ever had to give a presentation or have been asked to speak publicly, this book will change your whole outlook on your presentation. Morgan examines "How to move people to action though audience-

centered speaking.” I have read plenty of books on public speaking. This one is head and shoulders above them all.

8. **Permission Marketing**, by Seth Godin. Well ahead of his time, Seth Godin told marketers very early on that getting consumer’s permission would be critical to their long-term success. As we move away from “interruption marketing” in this information age, getting permission from your customers to market to them allows you to start a dialog and build a deeper relationship with them. If you’ve ever struggled with customer service issues or database marketing challenges, this book provides key insights.
9. **The Anatomy of Buzz**, by Emanuel Rosen. If you liked *The Tipping Point*, but would like a more tactical “how to” guide for generating buzz, Rosen delivers the goods. While Rosen uses different terminology to explain the same phenomena, his understanding of what makes buzz succeed (and fail) is second to none. If you’re in the business of generating and stimulating buzz, or you simply would like to create better word of mouth marketing, this is the book for you.
10. **How to Advertise**, by Kenneth Roman and Jane Maas. This is the modern day version of the advertising classics such as *Ogilvy on Advertising* and *Confessions of an Advertising Man*. In the ever changing world of advertising, this book explains the history of what’s worked and why as well as key insights on “What to say and where to say it” and the best ways to get your message to your audience.
11. **Being Direct**, by Lester Wunderman of WCJ. In this book, Wunderman takes you through his thought process of how he got into Direct Marketing and why he believes that all marketing should be direct. He explains how he has measured success and failure of campaigns throughout the years. Many have acknowledged Lester Wunderman as the father of Direct Marketing. It’s a great book if you’ve ever wanted to learn more about Direct Marketing.
12. **The Tom Peters Seminar**, by Tom Peters. I’m a big Tom Peter’s fan, and while most will point to *In Search of Excellence* or *The Circle of Innovation* as his finest work, I’m a big aficionado of this book because I think these principles still apply. In his own words, “Crazy Times Call for Crazy Organizations”, and while this book was written in 1994 at the very beginning of the dot com era, 10 years later his recommendations stand. If you’ve ever wanted to go to a Seminar by Tom Peters, this book allows you to live vicariously until such a time as you can join him in person.
13. **Rules for Revolutionaries**, by Guy Kawasaki. A short read, this book will make you think long and hard about your career and approach in business. My favorite quote, “Always search for the cause of something unexpected” and “Leave the important stuff to amateurs.” Kawasaki has a great perspective – one that I wish I could maintain.
14. **The 22 Immutable Laws of Marketing**, by Al Ries & Jack Trout. This is the first book that formulates 22 “laws” that all marketers must follow or suffer the consequences. Ries and Trout approach these laws in the same way a scientist might explain the laws of gravity. These laws stand regardless of approach or tactics, and help explain why many marketing efforts fail while others succeed. *NOTE: Their second book, “The 22 Immutable Laws of Branding” is even more powerful with respect to Brand Building.*
15. **The Cluetrain Manifesto**, by Rick Levine, Chris Locke, Doc Searles & David Weinberger. This book nails the key difference between “corporate communication” and being a real person. While much of the focus is around online marketing, their principles

work across all media. This book demonstrates why being “real” and knocking down the corporate barriers will be rewarded in the information / Internet age.

- 16. The Book of Positive Quotations**, Compiled and Arranged by John Cook. Ever find yourself looking for the perfect quote? This book has been invaluable for communicating big ideas in their most pure and simplistic form. When you can quote the masters of the subject matter, you show not only what you know but also whom you know.
- 17. Online Promotions**, by Bill Carmody. Yes, this is a shameless plug for my own book that crosses the chasm between traditional promotional marketing and online promotions. Integration of your online marketing activities is critical for success, but this book takes an in depth look of what are the best strategies and tactics to use given diverse marketing objectives.