



TOP 10

# MARKETING, BRANDING & CREATIVITY BOOKS

BY WHITNEY KEYES

---

1. [Propel: Five Ways to Amp-Up Your Marketing and Accelerate Business](#)  
BY WHITNEY KEYES
2. [The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly](#) BY DAVID MEERMAN SCOTT
3. [Branding Basics for Small Business: How to Create an Irresistible Brand on Any Budget, 2<sup>nd</sup> edition](#) BY MARIA ROSS
4. [Purple Cow: Transform Your Business by Being Remarkable](#) BY SETH GODIN
5. [The Tipping Point: How Little Things Can Make a Big Difference](#)  
BY MALCOLM GLADWELL
6. [Made to Stick: Why Some Ideas Survive and Others Die](#) BY CHIP HEATH & DAN HEATH
7. [Drive: The Surprising Truth About What Motivates Us](#) BY DANIEL H. PINK
8. [BRAND is a four letter word: Positioning and The Real Art of Marketing](#)  
BY AUSTIN MCGHIE
9. [Selling the Invisible: A Field Guide to Modern Marketing](#) BY HARRY BECKWITH
10. [Rise of the Creative Class: And How It's Transforming Work, Leisure, Community, and Everyday Life](#) BY RICHARD FLORIDA

All books are available for purchase at your local, independent bookstore or online through [indiebound.org](http://indiebound.org), [Barnesandnoble.com](http://Barnesandnoble.com), [Amazon.com](http://Amazon.com), and elsewhere.

[Pass along a copy](#) of this list to others.

[Sign up](#) for our e-newsletter.

FIND WHITNEY

[www.whitneykeyes.com](http://www.whitneykeyes.com)

© 2014 WHITNEY KEYES PRODUCTIONS. You are given the unlimited right to print and/or distribute this list in any way, including electronically (via email, website, etc.). You may not alter it in any way and you may not charge for it. Email me if you want to share how you are using it!

