

The background is a dark, textured surface, possibly a piece of fabric or a close-up of a material with a fine, woven pattern. A bright yellow horizontal line runs across the middle of the image, creating a strong visual contrast. The text is centered between the two yellow lines.

# A SELECTION OF THE BEST BOOKS ON MODERN MARKETING





**DONALD MILLER**

## **BUILDING A STORYBRAND: CLARIFY YOUR MESSAGE SO CUSTOMERS WILL LISTEN**

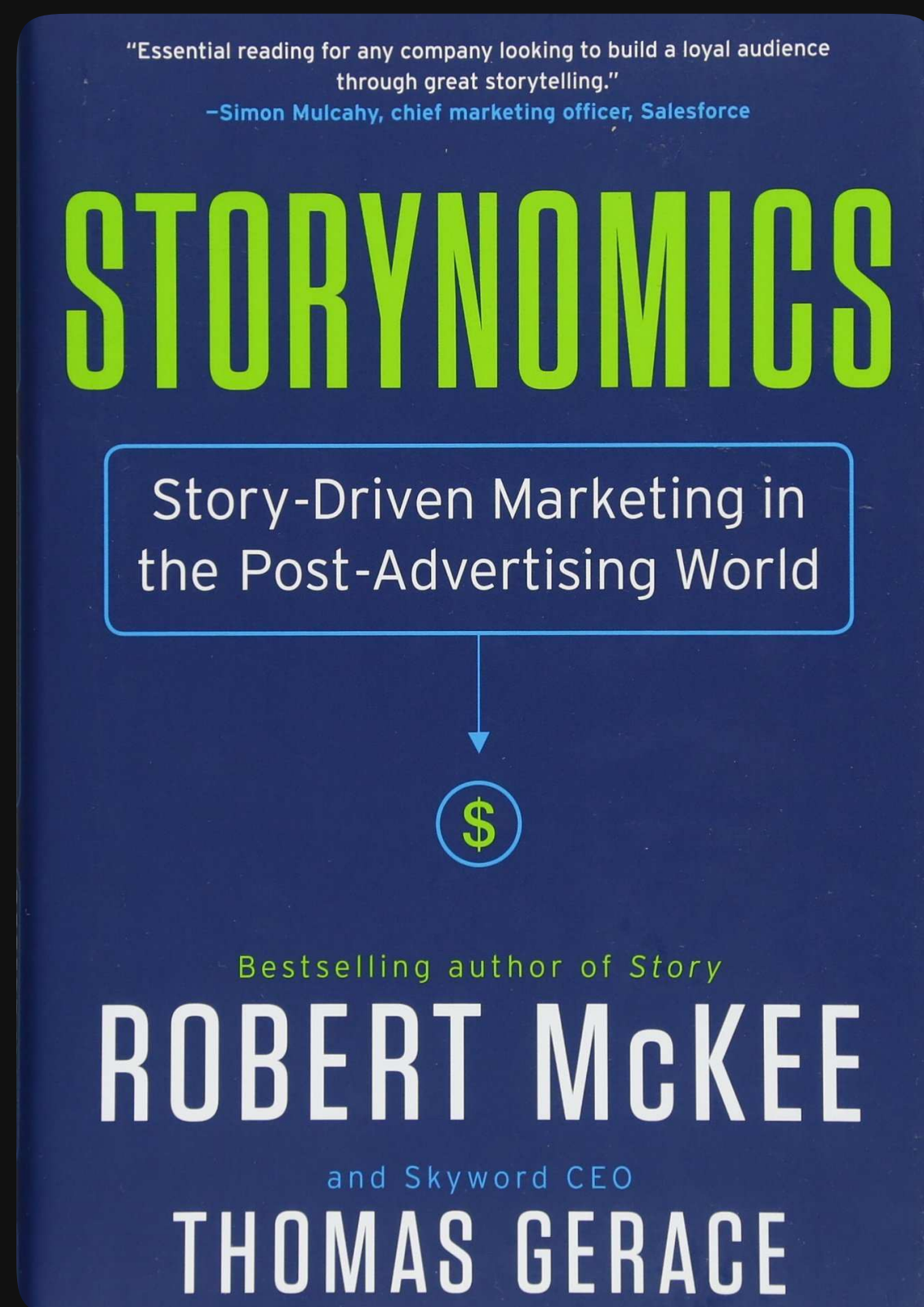
If you use the wrong words to talk about your product, nobody will buy it. Marketers and business owners struggle to effectively connect with their customers, costing them and their companies millions in lost revenue.

In a world filled with constant, on-demand distractions, it has become near-impossible for business owners to effectively cut through the noise to reach their customers, something Donald Miller knows first-hand. In this book, he shares the proven system he has created to help you engage and truly influence customers.

The StoryBrand process is a proven solution to the struggle business leaders face when talking about their companies. Without a clear, distinct message, customers will not understand what you can do for them and are unwilling to engage, causing you to lose potential sales, opportunities for customer engagement, and much more.

[Скачать ознакомительный фрагмент](#)





## ROBERT MCKEE, TOM GERACE

# STORYNOMICS: STORY-DRIVEN MARKETING IN THE POST-ADVERTISING WORLD

Robert McKee's popular writing workshops have earned him an international reputation. The list of alumni with Academy Awards and Emmy Awards runs off the page. The cornerstone of his program is his singular book, *Story*, which has defined how we talk about the art of story creation.

Now in *Storynomics*, McKee partners with digital marketing expert and Skyword CEO Tom Gerace to map a path for brands seeking to navigate the rapid decline of interrupt advertising. After successfully guiding organizations as diverse as Samsung, Marriott International, Philips, Microsoft, Nike, IBM, and Siemens to transform their marketing from an ad-centric to story-centric approach, McKee and Gerace now bring this knowledge to business leaders and entrepreneurs alike.

[Скачать ознакомительный фрагмент](#)



"IGNORE THIS BOOK AT YOUR OWN PERIL." —SETH GODIN

# REWORK

NEW YORK TIMES BESTSELLER



JASON FRIED & DAVID HEINEMEIER HANSSON  
FOUNDERS OF BASECAMP

## JASON FRIED, DAVID HEINEMEIER HANSSON REWORK

Most business books give you the same old advice: Write a business plan, study the competition, seek investors, yadda yadda. If you're looking for a book like that, put this one back on the shelf. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses.

What you really need to do is stop talking and start working. This book shows you the way. You'll learn how to be more productive, how to get exposure without breaking the bank, and tons more counterintuitive ideas that will inspire and provoke you.

With its straightforward language and easy-is-better approach, Rework is the perfect playbook for anyone who's ever dreamed of doing it on their own. Hardcore entrepreneurs, small-business owners, people stuck in day jobs they hate, victims of "downsizing," and artists who don't want to starve anymore will all find valuable guidance in these pages.

[Скачать ознакомительный фрагмент](#)