

AD AGE CUSTOM SECTION **THE PR FACTOR 2011** In partnership with COUNCIL of PUBLIC RELATIONS FIRMS  
*Leading Today's Marketing Conversation*

SPECIAL REPORT: BOOK OF TENS 2011

## Ten Marketing Books You Should Have Read

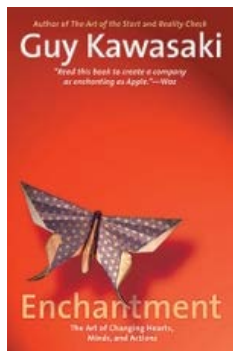
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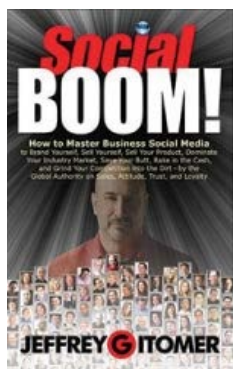
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In alphabetical order, our picks for the marketing books you should have read in 2011.

1. "Brand Relevance: Making Competitors Irrelevant" by David A. Aaker
2. "The Corner Office: Indispensable and Unexpected Lessons from CEOs on How to Lead and Succeed" by Adam Bryant
3. "Enchantment: The Art of Changing Hearts, Minds, and Actions" by Guy Kawasaki
4. "Killing Giants: 10 Strategies to Topple the Goliath in Your Industry" by Stephen Denny
5. "Look at More: A Proven Approach to Innovation, Growth, and Change" by Andy Stefanovich
6. "The Method Method: Seven Obsessions That Helped Our Scrappy Startup Turn an Industry Upside Down" by Eric Ryan, Adam Lowry and Lucas Conley
7. "Onward: How Starbucks Fought for Its Life Without Losing Its Soul" by Howard Schultz and Joanne Gordon
8. "Social BOOM!: How to Master Business Social Media to Brand Yourself, Sell Yourself, Sell Your Product, Dominate Your Industry Market, Save Your Butt ... and Grind Your Competition Into the Dirt" by Jeffrey H. Gitomer
9. "Users, Not Customers: Who Really Determines the Success of Your Business" by Aaron Shapiro
10. "Winning the Zero Moment of Truth -- ZMOT" by Jim Lecinski



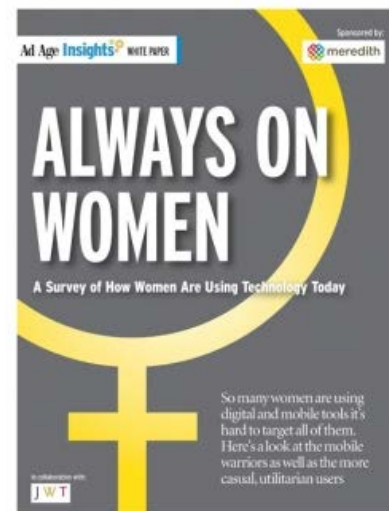
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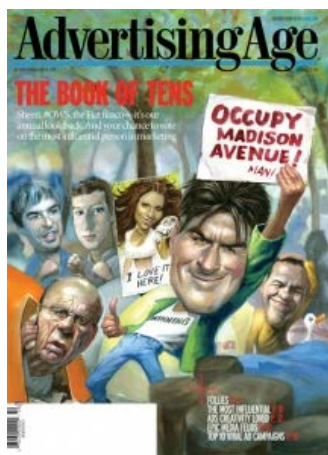
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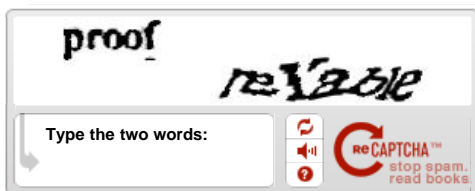
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