**Sarah’s Reading List**

Text

Description automatically generated with medium confidence

[Beyond Disruption, Changing The Rules in the Marketplace, Jean-Marie Dru](https://www.amazon.com/Beyond-Disruption-Changing-Rules-Marketplace/dp/0471218995/ref=sr_1_1?keywords=Beyond+disruption&qid=1637156297&sr=8-1)

Text

Description automatically generated

[Made to Stick, Why Some Ideas Survive and Others Die, Chip Heath & Dan Heath](https://www.amazon.com/Made-Stick-Ideas-Survive-Others/dp/1400064287/ref=sr_1_1?keywords=made+to+stick&qid=1637156361&sr=8-1)

A picture containing text

Description automatically generated

[Behind the Scenes in Advertising, Jeremy Bulimore](https://www.amazon.com/Behind-Scenes-Advertising-Jeremy-Bullmore-dp-1841161322/dp/1841161322/ref=dp_ob_title_bk)

Text

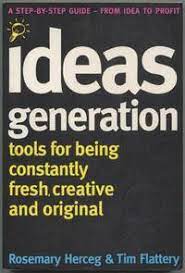
Description automatically generated with medium confidence

[Sex, Drugs and Cocoa Puffs, A Low Culture Manifesto, Chuck Klosterman](https://www.amazon.com/Sex-Drugs-Cocoa-Puffs-Manifesto/dp/0743236017/ref=sr_1_1?crid=101875V7JJTDO&keywords=sex%2C+drugs+and+cocoa+puffs&qid=1637156446&sprefix=sex%2C+drugs+and+co%2Cstripbooks%2C150&sr=8-1)

Text, whiteboard

Description automatically generated

[How Customers Think, Essential insights into the Mind of the Market, Gerald Zaltman](https://www.amazon.com/How-Customers-Think-Essential-Insights/dp/1578518261/ref=sr_1_2?keywords=how+customers+think&qid=1637156476&sr=8-2)

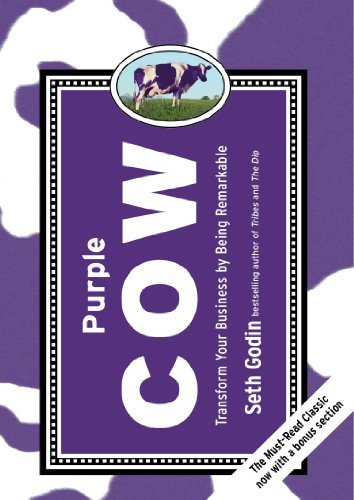


[Ideas Generation: Tools for Being Constantly Fresh, Creative and Original, Rosemary Herceg & Tim Flattery](https://www.amazon.com/Ideas-Generation-Constantly-Creative-Original/dp/1863027017/ref=sr_1_1?keywords=ideas+generation%2C+rosemary+herceg&qid=1637156544&sr=8-1)

Text

Description automatically generated

[Hey Whipple, Squeeze This, A Guide to Creating Great Ads, Luke Sullivan](https://www.amazon.com/Hey-Whipple-Squeeze-This-Creating/dp/1119164001/ref=sr_1_2?crid=1FUEJR97XS183&keywords=hey+whipple+squeeze+this&qid=1637156602&sprefix=hey+whip%2Caps%2C149&sr=8-2)



[Purple Cow, Transform your Business by Being Remarkable, Seth Godin](https://www.amazon.com/Purple-Cow-New-Transform-Remarkable-ebook/dp/B00316UMS0/ref=sr_1_2?crid=1TOYG1T5VLVZH&keywords=purple+cow+transform+your+business+by+being+remarkable&qid=1637173092&sprefix=purple+cow+tran%2Caps%2C145&sr=8-2)

A picture containing diagram

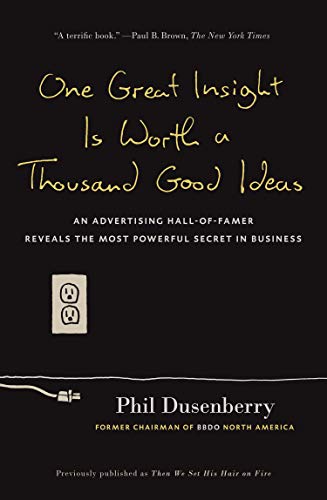
Description automatically generated

[Cognitive Surplus, How Technology Turns Consumers Into Collaborators, Clay Shirky](https://www.amazon.com/Cognitive-Surplus-Technology-Consumers-Collaborators/dp/0143119583/ref=sr_1_2?crid=2940SQIAX9O0F&keywords=cognitive+surplus&qid=1637173015&sprefix=Cognitive+su%2Caps%2C160&sr=8-2)

Text

Description automatically generated

[Mind Wide Open, Your Brain and the Neuroscience of Everyday Life, Steven Johnson](https://www.amazon.com/Mind-Wide-Open-Neuroscience-Everyday/dp/0743241665/ref=sr_1_2?crid=3HEQ6FW7MZGYF&keywords=mind+wide+open+steven+johnson&qid=1637157350&sprefix=Mind+wide+ope%2Caps%2C149&sr=8-2)

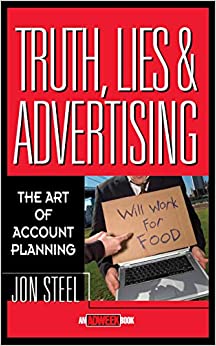


[One Great Insight is Worth A Thousand Good Ideas: An Advertising Hall-of-Famer reveals the Most Powerful Secret in Business, Phil Dusenberry](https://www.amazon.com/Great-Insight-Worth-Thousand-Famer-ebook/dp/B00GSB2CAQ/ref=sr_1_3?keywords=one+great+insight+is+worth+a+thousand+ideas&qid=1637157407&sr=8-3)

A picture containing text, sign, crowd

Description automatically generated

[The Nature of Marketing, Marketing to the Swarm as Well as the Herd, Chuck Brymer](https://www.amazon.com/Nature-Marketing-Swarm-well-Herd/dp/0230203361/ref=sr_1_2?keywords=the+nature+of+marketing&qid=1637157650&sr=8-2)



[Truth, Lies and Advertising, The Art of Account Planning, Jon Steel](https://www.amazon.com/Truth-Lies-Advertising-Account-Planning/dp/0471189626/ref=sr_1_1?crid=1FW54LTV5BQXU&keywords=truth+lies+and+advertising&qid=1637157768&sprefix=truth+lies%2Caps%2C179&sr=8-1)

Diagram

Description automatically generated with low confidence

[Brand New Brand Thinking, edited by Merry Baskin & Mark Earls](https://www.amazon.com/Brand-New-Thinking-Brought-Experts/dp/0749436786)

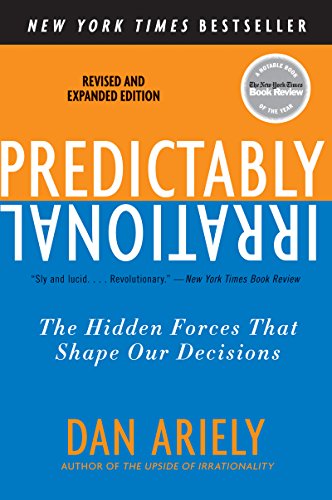
Diagram

Description automatically generated

[David and Goliath, Underdogs, Misfits and the Art of Battling Giants, Malcolm Gladwell](https://www.amazon.com/David-Goliath-Underdogs-Misfits-Battling/dp/0316204374/ref=sr_1_2?keywords=David+and+Goliath%2C+Malcolm+Gladwell&qid=1637157968&s=books&sr=1-2)



[Eating the Big Fish, How Challenger Brands Can Compete Against Brand Leaders, Adam Morgan](https://www.amazon.com/David-Goliath-Underdogs-Misfits-Battling/dp/0316204374/ref=sr_1_2?keywords=David+and+Goliath%2C+Malcolm+Gladwell&qid=1637157968&s=books&sr=1-2)



[Predictably Rational, Dan Ariely](https://www.amazon.com/Predictably-Irrational-Revised-Expanded-Decisions-ebook/dp/B002C949KE/ref=sr_1_3?keywords=Predictably+Rational%2C+Dan+Ariely&qid=1637186861&s=books&sr=1-3)

Company name

Description automatically generated with low confidence

[Big Think Strategy, How to leverage bold ideas and leave small thinking behind, Bernd H. Schmitt](https://www.amazon.com/Big-Think-Strategy-Leverage-Thinking/dp/1596591625)

A picture containing text

Description automatically generated

[Outliers, The Story of Success, Malcolm Gladwell](https://www.amazon.com/Outliers-Story-Success-Malcolm-Gladwell/dp/0316017930/ref=sr_1_1?crid=23F2W8KOFSI2E&keywords=outliers+malcolm+gladwell&qid=1637187003&s=books&sprefix=outliers%2Cstripbooks%2C157&sr=1-1)

Text, whiteboard

Description automatically generated

[Engage! Brian Sollis](https://www.amazon.com/Engage-Complete-Businesses-Cultivate-Measure/dp/1118003764)

Text, application

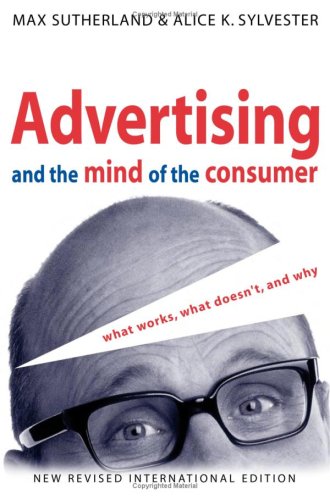
Description automatically generated with medium confidence

[How to Plan Advertising, Alan Cooper](https://www.amazon.com/How-Plan-Advertising-Alan-Cooper/dp/0826457401/ref=sr_1_3?keywords=how+to+plan+advertising+Alan+cooper&qid=1637187181&s=books&sr=1-3)

Text, letter

Description automatically generated

[Baked In, Creating Products and Business that Market Themselves, Alex Bogusky & John Winsor](https://www.amazon.com/Baked-Creating-Products-Businesses-Themselves/dp/1932841571)



[Advertising and The Mind of the Consumer, Alicia Sylvester](https://www.discoverbooks.com/Advertising-and-the-Mind-of-the-Consumer-What-Wo-p/1865082317.htm)