

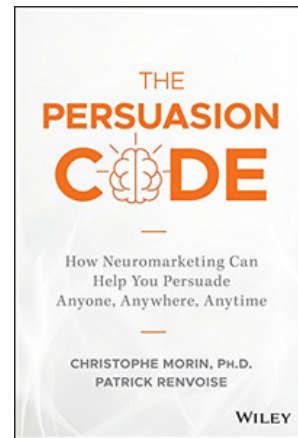
CLICKSUASION LABS 2019 READING LIST



THE PERSUASION CODE

Christophe Morin PH.D and Patrick Renvoise

This book explains how the human brain functions, which can lead to more effective advertising and marketing techniques that overcome the brain's natural message rejection processes. Using their own model, called NeuroMap, the authors detail how consumers arrive at a buying decision, and using information from brain and marketing research, they provide practical applications for getting better results from your marketing efforts. The book also includes tips for creating your own formalized plan using neuromarketing principles.



THE MARKETING BOOK

Jason McDonald

If you appreciate books about marketing that are informative, practical, helpful, and humorous, then this book is for you. Dr. McDonald's previously published books about Search Engine Optimization (SEO), social media marketing, and AdWords (Google Ads) have all been highly praised and recommended on various "Must Read" lists. This new book includes 32 chapters that weave together concepts and strategies for marketing your business using the "Think/Do/Measure" method. Small business owners and marketers are strongly encouraged to read this book.

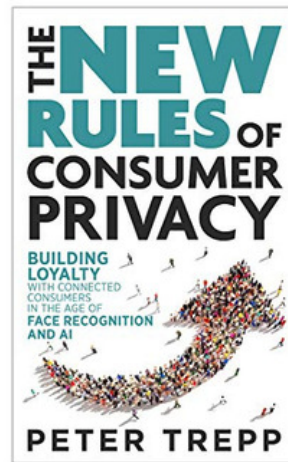
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THE NEW RULES OF CONSUMER PRIVACY

Peter Trepp

We all leave data and identity footprint every time we browse the web or purchase something at a store. In the past few years, many businesses have suffered brand damage as well profit loss due to having their consumer data hacked, leaked, and sold. Consumers are demanding more privacy and higher security measures to protect their precious information. This book will teach you the Five Privacy Principles that will help you create a system of handling consumer data that will increase consumer trust and brand loyalty.



THE GLOBAL ECONOMY AS YOU'VE NEVER SEEN IT

Thomas Range and Jan Schwochow

Today's economy is a global one. Economic ups and downs in one country effects all others to some degree. Most businesses have some connection to companies in other parts of the world—whether they use a foreign vendor, have foreign customers, or use a product or service that has a foreign element. Understanding the global economy is important, but also daunting. This book full of amazing infographics is the key to becoming more well-informed without experiencing information overload.

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CONSUMER PSYCHOLOGY: A LIFE SPAN DEVELOPMENTAL APPROACH

Brian Young

This unique book is a must-have in your reference library no matter what role you hold in an organization. Through interdisciplinary research from the fields of consumer psychology, business, and marketing, learn how the stages of human development affect our interaction with products, our motivations behind the types of purchases we make, and the developmental theories that tie it all together. Using this information, you can better tailor your marketing to your target audience or even learn how to adjust or expand products, services, and messages to a new audience.

