

WANT TO KNOW MORE? READ THESE BOOKS:

Handley, Ann, and C. C. Chapman. *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business*. Hoboken, NJ: Wiley, 2011.

Why I picked this? A great primer on creating engaging online content.

Levine, Rick. *The Cluetrain Manifesto: The End of Business as Usual*. Cambridge, MA: Perseus, 2000.

Why I picked this? Everything you need to know about acting authentically online.

Ries, Al, and Jack Trout. *Positioning: The Battle for Your Mind*. New York: McGraw-Hill, 1986. Print.

Why I picked this? The classic on understanding your own brand

Standage, Tom. *Writing on the Wall: Social Media, the First 2,000 Years*. New York: Bloomsbury USA.

Why I picked this? To understand social media, understand its history.

Verdino, Greg. *Micromarketing: Get Big Results by Thinking and Acting Small*. New York: McGraw-Hill, 2010.

Why I picked this? Great small-scale tips for harnessing social media.

Vinjamuri, David. *Accidental Branding: How Ordinary People Build Extraordinary Brands*. Hoboken, NJ: John Wiley & Sons, 2008.

Why I picked this? What Author wouldn't recommend his own book?