

6 Books Designers Should Read to Help Clients' Business

In the dynamic intersection of design and business, these six indispensable books serve as a compass for designers seeking to amplify their impact on clients' businesses. From mastering persuasive visuals to embracing innovative methodologies, each title is a gateway to unlocking the strategic potential of design.

■ **Marketing Made Simple** by *Donald Miller, Dr. J.J.*

Marketing Made Simple provides a straightforward approach to marketing by focusing on creating clear and compelling messaging. It offers practical insights and tools to help businesses effectively communicate their value to customers.

→ <https://tinyurl.com/yxscupwu>

■ **Oversubscribed** by *Daniel Priestley*

Oversubscribed explores strategies to make your business highly attractive, creating a scenario where demand exceeds supply. The book emphasizes building a strong brand, fostering urgency, and cultivating a community of loyal customers.

→ <https://shorturl.at/cyDHT>

■ **The Lean Startup** by *Eric Ries*

Eric Ries advocates a systematic, scientific startup approach, emphasizing a minimum viable product, success measurement, and adaptive strategies based on customer feedback for enhanced success.

→ <https://shorturl.at/uZ458>

■ **Sprint** by *Jake Knapp, John Zeratsky, Braden Kowitz*

Sprint is a guide to solving critical business problems and testing new ideas in just five days. The book introduces the concept of a "design sprint," a time-boxed and structured process for innovation and decision-making.

→ <https://tinyurl.com/3kmmhzs7>

■ **Hooked** by *Nir Eyal, Ryan Hoover*

Hooked explores the psychology behind creating habit-forming products. The book introduces a model called the "Hook Model," which outlines the steps companies can take to build products that users find engaging and difficult to resist.

→ <https://shorturl.at/gqO49>

■ **Traction** by *Gabriel Weinberg, Justin Mares*

Traction offers guidance on finding and focusing on the most effective channels to grow a startup. The book presents a framework called the "Bullseye Framework," helping entrepreneurs systematically identify the best channels for acquiring customers.

→ <https://shorturl.at/kpBZ8>



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