6 Books Designers Should Read to Learn Marketing

This PDF serves as your gateway to unlocking a new dimension of creativity and strategic insight. From the compelling narratives that delve deep into impactful communication to the concise brilliance of marketing planning essentials, each book is a treasure trove of knowledge designed to empower designers in the realm of marketing.

This Is Marketing *by Seth Godin*

Challenging traditional norms, Godin's book emphasizes the importance of building authentic connections, transcending conventional marketing strategies for enduring success.
→ https://tinyurl.com/mpubwf6d

Influence *by Robert Cialdini*

Master the psychology of persuasion with insights into the key factors shaping decision-making, equipping designers to wield influence and create a lasting impact.
→ https://tinyurl.com/3n98xtpb

Hacking Growth *by Sean Ellis & Morgan Brown*

Offering a fusion of creativity and actionable insights, this book is a practical guide for designers aiming to unlock growth strategies and accelerate their projects.
→ https://tinyurl.com/ysjxjxfp

The 1-Page Marketing Plan *by Allan Dib*

This guide streamlines your marketing strategy into a concise one-page plan, providing a straightforward roadmap to align your creative efforts with effective marketing tactics.
→ https://tinyurl.com/bdfxhyrp

Made to Stick *by Chip Heath, Dan Heath*

Crafted for lasting impact, this book reveals the secrets behind creating ideas that stick in the minds of your audience, ensuring your messages resonate long after they are encountered.
→ https://tinyurl.com/mv4c3492

Contagious *by Jonah Berger*

Dive into the science of creating contagious content, learning the principles that make ideas spread like wildfire, captivating your audience and increasing your impact.
→ https://tinyurl.com/2tcnvxkf

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