

# Cracking the Millionaire Code

## Top 101 Marketing Books

Book Title	Author(s)
How to Buy, Sell, & Profit on eBay Kick-Start Your Home-Based Business in Just Thirty Days	<i>Adam Ginsberg</i>
Marketing Warfare	<i>Al Reis, Jack Trout</i>
Focus: The Future of Your Company Depends on It	<i>Al Ries</i>
The 22 Immutable Laws of Marketing	<i>Al Ries</i>
Positioning: The Battle for Your Mind	<i>Al Ries, Jack Trout</i>
How To Sell Yourself Winning Techniques For Selling Yourself, Your Ideas, Your Message	<i>Arch Lustberg</i>
The Experience Economy	<i>B. Joseph Pine, B. J., II Pine, James H. Gilmore</i>
The Slow Pace of Fast Change Bringing Innovations to Market in a Connected World	<i>Bhaskar Chakravorti</i>
Call to Action Secret Formulas to Improve Online Results	<i>Bryan Eisenberg</i>
Customers For Life How To Turn That One Time Buyer Into A Lifetime Customer	<i>Carl Sewell, Paul B. Brown</i>
My Life in Advertising and Scientific Advertising (Advertising Age Classics Library)	<i>Claude Hopkins</i>
Unstoppable 45 Powerful Stories Of Perseverance And Triumph From People Just Like You	<i>Cynthia Kersey</i>
No B.S. Sales Success The Ultimate No Holds Barred, Kick Butt, Take No Prisoners, Tough and Spirited Guide	<i>Dan Kennedy</i>

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The Ultimate No B.S., No Holds Barred, Kick Butt, Take No Prisoners, and Make Tons of Money Business Success Book	<i>Dan Kennedy</i>
The Ultimate Marketing Plan Find Your Most Promotable Competitive Edge,...	<i>Dan S. Kennedy</i>
The Ultimate Sales Letter Boost Your Sales With Powerful Sales Letters	<i>Dan S. Kennedy</i>
Building Strong Brands	<i>David A. Aaker</i>
Ogilvy on Advertising	<i>David Ogilvy</i>
Build It Big 101 Insider Secrets From Top Direct Selling Experts	<i>Direct Selling Womans Alliance</i>
Analysis for Marketing Planning	<i>Donald R. Lehmann</i>
Product Management	<i>Donald R. Lehmann &amp; Russell S. Winer</i>
Clients Forever How Your Clients Can Build Your Business for You	<i>Doug Carter, Jenni Green</i>
Jump Start Your Business Brain Win More, Lose Less, and Make More Money with Your New Products,...	<i>Doug Hall &amp; Tom Peters</i>
Marketing to the Affluent	<i>Dr. Thomas Stanley</i>
Selling to the Affluent	<i>Dr. Thomas Stanley</i>
The Power of Now A Guide to Spiritual Enlightenment	<i>Eckhart Tolle</i>

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The Secrets of Word of Mouth Marketing How to Trigger Exponential Sales Through Runaway Word of Mouth	<i>George Silverman</i>
How Customers Think Essential Insights into the Mind of the Market	<i>Gerald Zaltman</i>
Selling Dreams How To Make Any Product Irresistible	<i>Gian Luigi Longinotti-Buitoai</i>
Intrapreneuring In Action A Handbook For Business Innovation	<i>Gifford Pinchot</i>
How to Drive Your Competition Crazy Creating Disruption for Fun and Profit	<i>Guy Kawasaki</i>
Secrets From The Lost Art Of Commonsense Marketing	<i>H. Brad Antin, Alan J. Antin</i>
Selling the Invisible A Field Guide to Modern Marketing	<i>Harry Beckwith</i>
Why People Don't Buy Things 5 Proven Steps To Connect With Your Customers And Dramatically Increase Your Sales	<i>Harry Washburn, Kim Wallace</i>
2,239 Tested Secrets for Direct Marketing Success	<i>Hatch &amp; Jackson</i>
The 21 Laws of Influence Discover the Secrets of CEO's, Managers, and Leaders to Double Your Income...	<i>Hellen Davis</i>
Rocking the Ages The Yankelvoich Report on Generational Marketing	<i>J. Walker Smith, Ann S. Clurman</i>
The Power Of Focus	<i>Jack Cainfield, Mark Victor Hansen, Les Hewitt</i>

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The Power Of Simplicity A Management Guide To Cutting Through The Nonsense And Doing Things Right	<i>Jack Trout, Steve Rivkin</i>
Marketing of High-Technology Products and Innovations	<i>Jakki Mohr</i>
Getting Everything You Can Out of All You've Got 21 Ways You Can Out-Think, Out-Perform, and Out-Earn the Competition	<i>Jay Abraham</i>
Guerrilla Marketing Secrets for Making Big Profits from Your Small Business	<i>Jay Conrad Levinson</i>
Guerrilla Publicity Hundreds Of Sure-Fire Tactics To Maximum Sales For Minimum Dollars	<i>Jay Conrad Levinson, Rick Fishman, Jill Lubin</i>
Good to Great Why Some Companies Make the Leap... and Others Don't	<i>Jim Collins</i>
Spiritual Marketing A Proven 5-Step Formula for Easily Creating Wealth from the Inside Out (e-book)	<i>Joe Vitale</i>
The Attractor Factor	<i>Joe Vitale</i>
How to Persuade People Who Don't Want to be Persuaded Get What You Want-Every Time!	<i>Joel Bauer</i>
Tested Advertising Methods	<i>John Caples</i>
Marketing Outrageously	<i>Jon Spoelestra</i>
Ice To The Eskimos How To Market A Product That Nobody Wants	<i>Jon Spoelestra</i>
Advertising Secrets Of The Written Word	<i>Joseph Sugarman, Ron Hugher</i>

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Triggers 30 Sales Tools you can use to Control the Mind of your Prospect...	<i>Joseph Sugarman, Ron Hugher</i>
Loyalty Marketing for the Internet Age How to Identify, Attract, Serve and Retain Customers in an...	<i>Kathleen Sindell</i>
Customer Mania Ready To Serve It's never Too Late To Build A Customer-Focused Company	<i>Ken Blanchard, Jim Ballard, Fred Finch</i>
Raving Fans A Revolutionary Approach To Customer Service	<i>Ken Blanchard, Sheldon Bowles</i>
Life is a Contact Sport Ten Great Career Strategies That Work	<i>Ken Kragen</i>
How To Get Customers To Call, Buy & Beg For More	<i>Kenneth J. Varga</i>
The Psychology of Persuasion How to Persuade Others to Your Way of Thinking	<i>Keven Hogan</i>
Magnetic Persuasion How to Create Instant Influence	<i>Kurt W. Mortensen</i>
Be Heard Now!	<i>Lee Glickstein</i>
Bang Getting Your Message Heard in a Noisy World	<i>Linda Kaplan Thaler, Robin Koval, Delia Marshall</i>
Don't Think Pink What Really Makes Women Buy -- and How to Increase Your...	<i>Lisa Johnson, Andrea Learned</i>
6 Steps to Free Publicity	<i>Marcia Yudkin</i>

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Internet Marketing for Less than \$500/Year How to Attract Customers and Clients Online Without Spending a Fortune	<i>Marcia Yudkin</i>
Now, Discover Your Strengths	<i>Marcus Buckingham, Donald O. Clifton, Ph. D.</i>
MindControlMarketing.Com How Everyday People Are Using Forbidden Mind Control Psychology...	<i>Mark Joyner</i>
Marketing to Women How to Understand, Reach, and Increase Your Share of the World's Largest....	<i>Martha Barletta</i>
Trading Up The New American Luxury	<i>Michael J Silverstein &amp; Neil Fiske</i>
Solution Selling Creating Buyers In Difficult Markets	<i>Michael T. Bosworth</i>
The Discipline of Market Leaders	<i>Michael Treacy, Fred Wiersema</i>
Off-the-Wall Marketing Ideas	<i>Michaels &amp; Karpowicz</i>
How To Get Your Point Across in 30 Seconds or Less	<i>Milo O. Frank</i>
Think and Grow Rich	<i>Napolean Hill</i>
SPIN Selling	<i>Neil Rackham</i>
Rethinking the Sales Force	<i>Neil Rackham &amp; John de Vincentis</i>
How To Connect In Business in 90 Seconds or Less	<i>Nicholas Boothman</i>
Mass Affluence Seven New Rules of Marketing to Today's Consumers	<i>Paul Nunes, Brian Johnson</i>

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The Go Getter A Story That Tells How to Be One	<i>Peter B. Kyne</i>
The Brand Called You The Ultimate Brand Building And Business Development...	<i>Peter Montoya, Tim Vandehey</i>
Brand Sense Build Powerful Brands through Touch, Taste, Smell, Sight, and Sound	<i>Philip Kotler</i>
101 Ways to Promote Yourself Tricks of the Trade for Talking Charge of Your Own Success...	<i>Raleigh Pinskey</i>
How to Get Your Competition Fired (Without Saying Anything Bad About Them) Using The Wedge to Increase Your Sales	<i>Randy Schwartz</i>
Whoever Makes The Most Mistakes Wins The Paradox of Innovation	<i>Richard Farson, Ralph Keyes</i>
Full Frontal PR Getting People Talking About You, Your Business or Your Product	<i>Richard Laermer</i>
Networking Magic Find The Best From Doctors, Lawyers, and Accountants to Homes...	<i>Rick Frishman, Jill Lublin</i>
The Complete Idiots Guide to Direct Marketing	<i>Robert Bly</i>
Influence The Psychology of Persuasion	<i>Robert Cialdini</i>
Robert Collier Letter Book	<i>Robert Collier</i>
Weird Ideas That Work 11 1/2 Practices For Promoting, Managing, and Sustaining Innovation	<i>Robert I. Sutton</i>

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Make A Name For Yourself: 8 Steps Every Woman Needs To Create A Personal Brand Strategy For Success	<i>Robin Fisher Roffer</i>
You Are The Message: Secrets of The Master Communicators	<i>Roger Ailes</i>
Getting to Yes	<i>Roger Fisher, William Ury</i>
All Marketers Are Liars The Power of Telling Authentic Stories in a Low-Trust World	<i>Seth Godin</i>
Selling with Integrity Reinventing Sales Through Collaboration, Respect and Serving	<i>Sharon Drew Morgen</i>
Attracting Perfect Customers The Power of Strategic Synchronicity	<i>Stacey Hall, Jan Brogniez</i>
First Things First	<i>Stephen R. Covey, A. Roger Merrill, Rebecca R. Merrill</i>
Simplicity Marketing End Brand Complexity, Clutter, and Confusion	<i>Steven M. Cristol, Peter Sealey</i>
Marketing Strategy	<i>Steven P. Schnaars</i>
Getting Past No	<i>William Ury</i>
See You at the Top	<i>Zig Ziglar</i>