



WORTHWHILE MARKETING READS...

By Mike Shubic – You're Marketing Coach

I've been a marketer for over seventeen years now and even with all that experience, I don't even pretend to think I know it all. So, I make it a habit to read books on the subject every so often. In this month's column I will be recommending some of my favorite marketing/business books I've read over the past few years.

Positioning, Al Ries and Jack Trout—What is the first thing that comes to mind when you think of Volvo? Safety, right? How about Nordstrom? Outstanding service, correct? These 'Positions' in the prospects' minds are not by accident, but rather from years of precision marketing. This is a witty, fast-paced book!

Good to Great, Jim Collins—This is recommended reading for employees at many of America's top corporations. When I was with Cold Stone Creamery it was mandatory that this book be read within 30 days of hire. It can be a bit complex, but there is some awesome information to be had. Remember, 'Good' is the evil of 'Great' and being great is how you make it in the 21st century.

The Purple Cow, Seth Godin—If you want to understand how to make your company or product stand out, this book is for you. A very entertaining and quick read. Seeing two or three cows is interesting, but after ten they get boring.. A 'Purple Cow' though...now that's something.

Guerilla Marketing, Conrad Levinson —It's been a while since I read this book, but the *Los Angeles Times* says : "No matter what business you're in, 'Guerrilla Marketing,' the bible of lively, low-cost marketing tips, is invaluable."

Six Thinking Hats, Edward de Bono—This book will revolutionize the way you and your team conduct meetings. It takes a while to get used to the techniques, but once you do, you will find that you spend less time conducting meetings, and you'll be five times more productive.

Winning, Jack Welch—From the former CEO of the world's largest company, GE, this book gives terrific insight into the mistakes big business often make; And, what makes them successful.

Five Dysfunctions of a Team, Patrick Lencioni—This book is entertaining, a quick read and filled with useful information that will prove easy to digest and implement. Lencioni offers explicit instructions for overcoming the human behavioral tendencies that he says corrupt teams (absence of trust, fear of

conflict, lack of commitment, avoidance of accountability and inattention to results).

Now that you're armed with some worthwhile book titles, go to Amazon or your local book store and check them out. You might just find some very interesting and helpful tips in achieving your business and marketing objectives.

Mike Shubic is a Gold Canyon resident and 17-year Marketing veteran. If you have any questions about marketing or would like to suggest a future topic, he can be reached visiting www.ShubicMarketing.com or 480-983-3100