

Recommended Reading for Subscription Marketers, 3rd Edition

If you're looking for good books to help you with the strategies in *Subscription Marketing*, here are a few of my favorites.

On the Subscription Model

The Automatic Customer, by John Warrilow (Portfolio).

The Customer Loyalty Loop, by Noah Fleming (Career Press)

FairPay: Adaptively Win-Win Customer Relationships, by Richard Reisman (Business Expert Press).

The Forever Transaction, by Robbie Kellman Baxter (McGraw-Hill Education).

The Membership Economy, by Robbie Kellman Baxter (McGraw-Hill Education).

Retention Point: The Single Biggest Secret to Membership and Subscriber Growth, by Robert Skrob (Membership Services).

Subscribed: Why the Subscription Model Will Be Your Company's Future by Tien Tzuo and Gabe Weisert (Portfolio).

On Marketing Practices

Fanocracy: Turning Fans into Customers and Customers into Fans, by David Meerman Scott and Reiko Scott (Portfolio).

Killing Marketing, by Joe Pulizzi and Robert Rose (McGraw-Hill Education).

Marketing Above the Noise, by Linda Popky (Bibliomotion).

The New Rules of Marketing and PR, by David Meerman Scott (Wiley).

Youtility: Why Smart Marketing is about Help, Not Hype, by Jay Baer (Penguin Group LLC).

On Small Business Marketing

Branding Basics for Small Businesses, by Maria Ross (NorLights Press).

Company of One, by Paul Jarvis (Houghton Mifflin).

Duct Tape Marketing by John Jantsch (HarperCollins).

On Start-Ups

Content. Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses, by Joe Pulizzi (McGraw-Hill Education).

The Self-Reliant Entrepreneur, by John Jantsch (Wiley)

The Ultimate Start-up Guide, by Tom Hogan and Carol Broadbent (Weiser)

On Business Storytelling and Content Marketing

Epic Content Marketing, by Joe Pulizzi (McGraw-Hill Education).

Master Content Strategy, by Pamela Wilson (Big Brand Books).

Stop Boring Me, by Kathy Klotz-Guest (Substantium).

Story Driven, by Bernadette Jiwa (Perceptive Press).

Winning the Story Wars, by Jonah Sachs (Harvard Business Review Press).