

# Recommended Reading for Subscription Marketers, 3<sup>rd</sup> 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).