



Recharge Your  
Marketing for 2022

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# 2021 Marketing Books Gift Guide

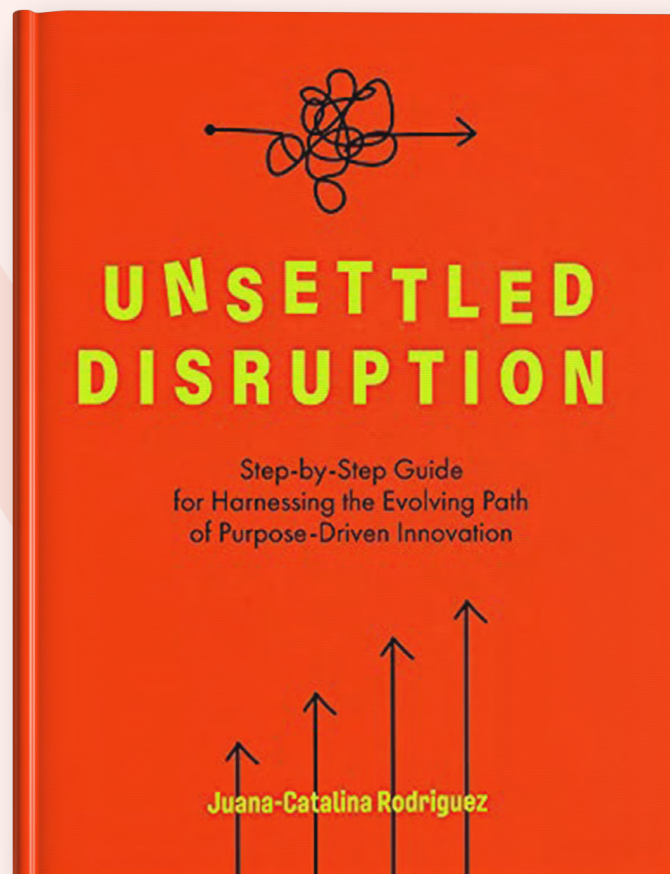
# 1

## Unsettled Disruption: Step-by-Step Guide for Harnessing the Evolving Path of Purpose-Driven Innovation

by Juana-Catalina Rodriguez

Unsettled Disruption offers what it refers to as a “systemic process to consider external factors, your industry’s chances of disruption, and the pillars that would help you build your disruptive innovation strategy.”

Readers will gain insight into what it means to be a disrupter, how you can define and act on your disruption strategy and why so many companies often fail to see disruption coming.

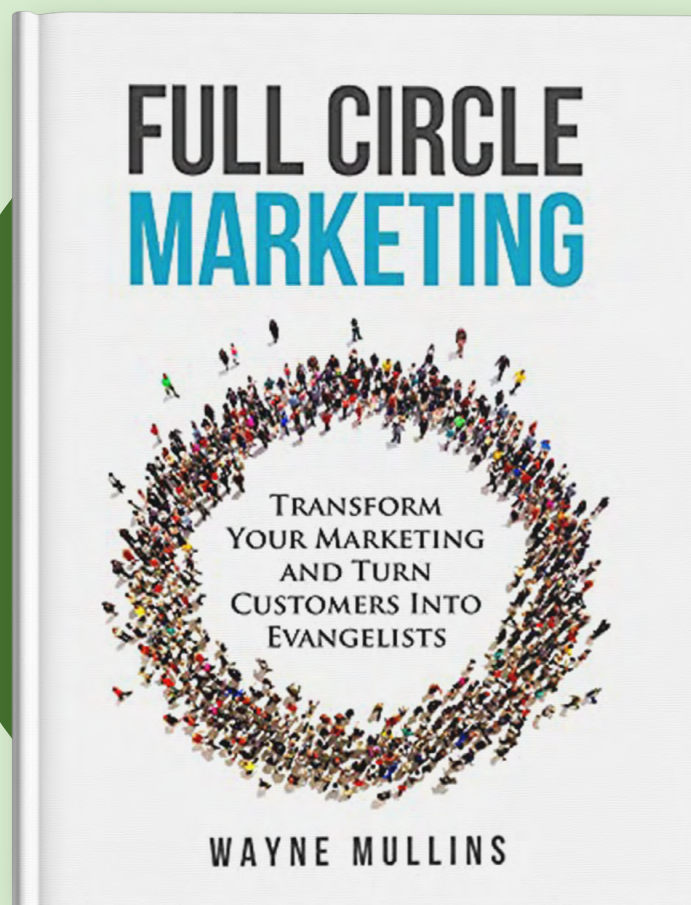


# 2

## Full Circle Marketing

by Wayne Mullins

This book focuses on a pair of fundamental marketing strategies that the author claims will work every single time they're used. In reading the book and following its principles, readers will be able to transform their marketing and turn their customers into brand evangelists who spread the "good news" about their company.



# 3

## Culture Built My Brand: The Secret to Winning More Customers Through Company Culture

by Mark Miller and Ted Vaughn

Culture Built My Brand centers on the philosophy that your internal company culture is the single-greatest driver of success for your brand. Throughout the book, readers learn how to enhance and tap into their company culture to create a truly authentic brand that will stand out from competitors and inspire success.



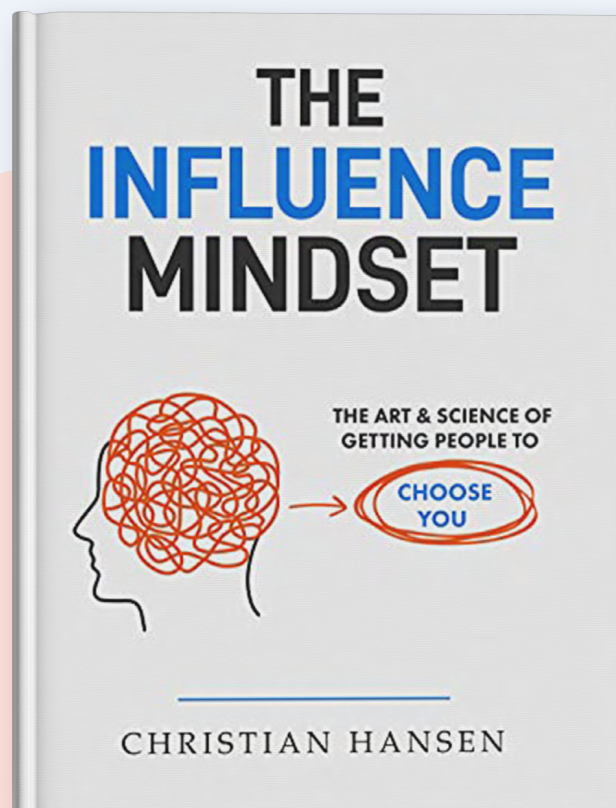
# 4

## The Influence Mindset: The Art & Science of Getting People to Choose You

by Christian Hansen

In *The Influence Mindset*, Hansen posits that human brains are wired to pay attention to certain things, and because so many people do not understand how best to sell themselves, they have a hard time breaking through the brain's own natural preferences.

Hansen details strategies readers can use to build their message on research-backed strategies to stand out from the competition and influence potential customers and decision makers to choose you.



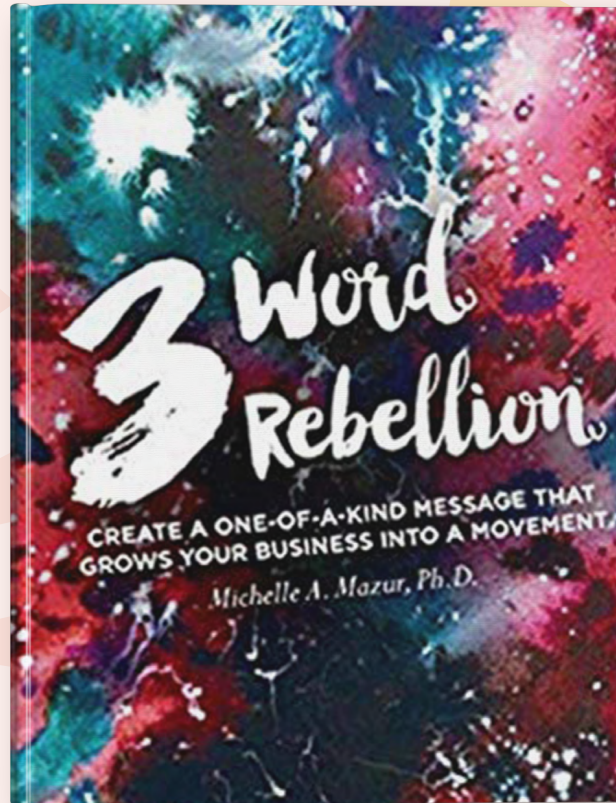


# 5

## 3 Word Rebellion: Create a One-of-a-Kind Message that Grows Your Business Into a Movement

by Michelle Mazur

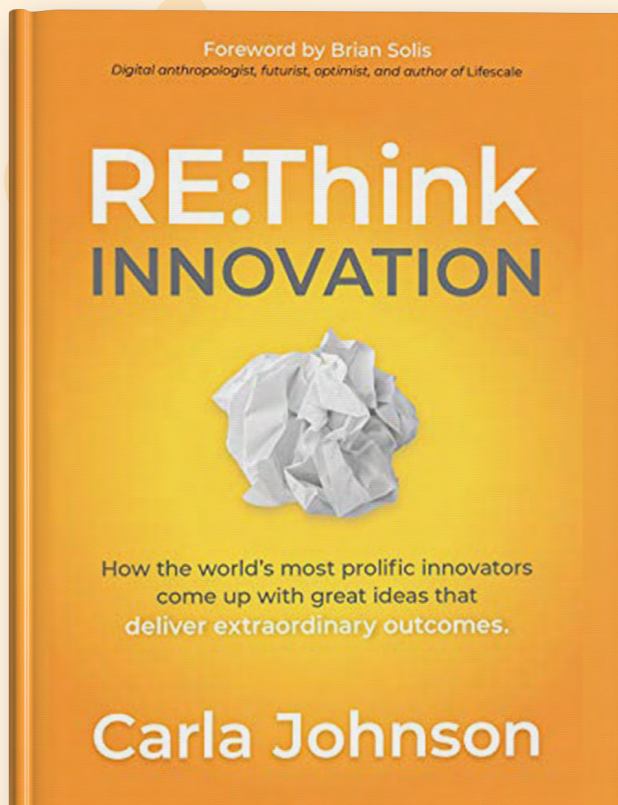
In *3 Word Rebellion*, Dr. Mazur demonstrates the step-by-step strategies for finding and molding an idea that will change your business and help you achieve success. She explores strategies such as confidently taking on leadership roles, developing and sharing a “3 word rebellion,” and using an “inciting incident” to launch your message, build your business and gain momentum.



# 6

## Re:Think Innovation: How the World's Most Prolific Innovators Come Up with Great Ideas that Deliver Extraordinary Outcomes

by Carla Johnson



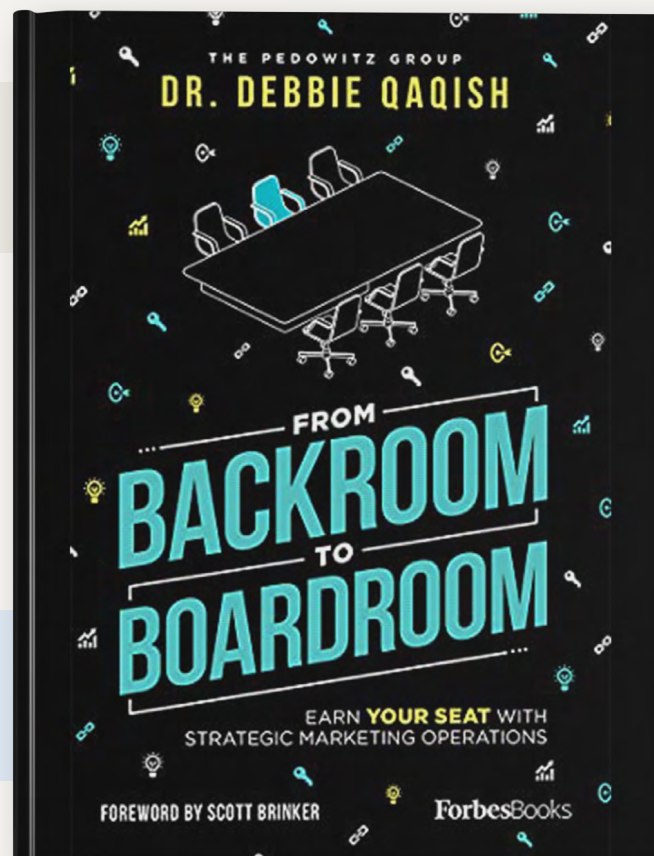
Johnson uses RE:Think Innovation to explore how individual competence is tied to innovation techniques that can influence corporate outcomes. Innovation doesn't have to be complex or unsustainable—there are simple ways to “rethink” innovation and come up with great ideas that can serve as the framework for your business.

# 7

## From Backroom to Boardroom: Earn Your Seat With Strategic Marketing Operations

by Dr. Debbie Qaqish

From Backroom to Boardroom breaks away from the concepts of tech and data models that are driving modern marketing and focuses instead on strategic marketing operations that can transform marketing practices. Dr. Qaqish's book can serve as a practical guide to help businesses reimagine the role of marketing and find greater success.





# 8

## The Experience Maker: How to Create Remarkable Experiences That Your Customer Can't Wait to Share

by Dan Gingiss

It's tough for businesses to stand out from the competition. Those that succeed often do so by getting their customers to be their own advocates. In this book, Gingiss provides strategies to help managers and executives focus on customers who are already spending money with their company to enhance their experience and help them become the company's best marketers.



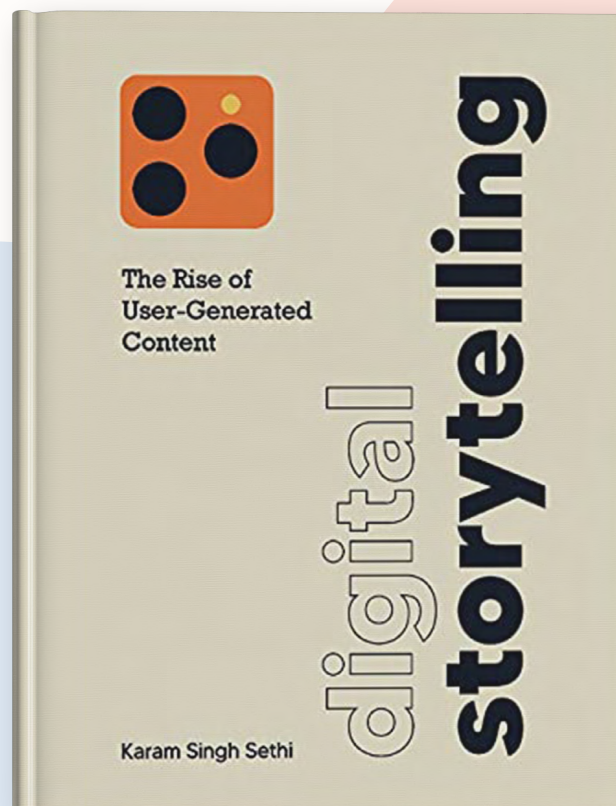
## 9

# Digital Storytelling: The Rise of User-Generated Content

by Karam Singh Sethi

Studies show user-generated content is significantly more impactful than scripted content marketing. SO what can businesses do to take advantage of user-generated content to separate themselves from the competition?

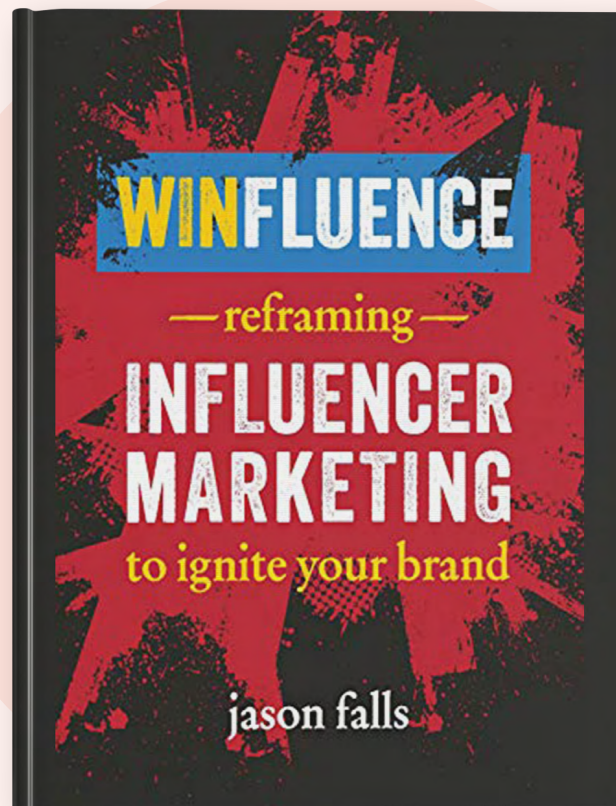
Sethi outlines the three major types of storytellers and provides instruction for how to become a more effective and discerning user of social media, how to tell authentic stories for both business and personal life and how to embrace user-created content in marketing.



10

# Winfluence: Reframing Influencer Marketing to Ignite Your Brand

by Jason Falls



Written by award-winning digital strategist Jason Falls, Winfluence provides an in-depth look at influencer marketing from a business and brand perspective. Let this book serve as your guidebook for everything related to influencers: the who, what, when, where and why of influencer marketing, and how to take full advantage of it for your brand.

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