

Doc Sutton's Fifty Favorite Business Books as of July 1, 2011

- 1) Good to Great by Jim Collins
- 2) Positioning: The Battle for Your Mind by Ries and Trout
- 3) Aftermarketing by Terry Vavra
- 4) All Marketers are Liars by Seth Godin
- 5) Differentiate or Die by Jack Trout
- 6) Purple Cow by Seth Godin
- 7) Hug Your Customers by Jack Mitchell
- 8) The Tipping Point by Malcolm Gladwell
- 9) Staying Streetsmart in the Internet Age by Mark McCormack
- 10) Outliers by Malcolm Gladwell
- 11) Veeck as in Wreck by Bill Veeck and Ed Linn
- 12) Branding Unbound by Rick Mathieson
- 13) The Five Dysfunctions of a Team by Patrick Lencioni
- 14) The Entertainment Economy by Michael J. Wolf
- 15) The Customer Comes Second by Hal Rosenbluth
- 16) On Selling by Mark McCormack
- 17) The NASCAR Way by Robert G. Hagstrom
- 18) A New Brand World by Scott Bedbury
- 19) EVEolution by Faith Popcorn
- 20) The Perfect Sales Force by Derek Gatehouse
- 21) The Starbucks Experience by Joseph Michelli
- 22) Trading Up by Silverstein and Fiske
- 23) Microtrends by Mark J. Penn
- 24) Made to Stick by Chip and Dan Heath
- 25) Fascinate by Sally Hogshead
- 26) Tell to Win by Peter Guber
- 27) The Thank You Economy by Gary Vaynerchuk
- 28) Rainmaking Conversations by Mike Schultz
- 29) The Art of Immersion by Frank Rose
- 30) The Man who Sold America by Jeffrey Cruikshank
- 31) Onward by Howard Schultz
- 32) Hug Your People by Jack Mitchell
- 33) Chasing Cool by Kerner and Pressman
- 34) The 100 Best Business books of All-Time by Covert & Sattersten
- 35) There's a Customer born every minute by Joe Vitale
- 36) Blink by Malcolm Gladwell
- 37) The Marketing Gurus by Chris Murray
- 38) Brand Sense by Martin Lindstrom

- 39) The Branding of MTV by Paul Temporal
- 40) A.G. Spalding and the Rise of Baseball by Levine
- 41) Pour your Heart into it by Howard Schultz
- 42) What they don't teach you at Harvard Business School by Mark McCormack
- 43) Ice to the Eskimos by Jon Spoelstra
- 44) Salesman from the Sidelines by McCready Houston
- 45) The Nordstrom Way by Spector & McCarthy
- 46) The Experience Economy by Pine and Gilmore
- 47) Fun is Good by Mike Veeck
- 48) The Power of Who by Bob Beaudine
- 49) Geeks and Geezers by Bennis & Thomas
- 50) Grown up digital by Don Tapscott