

Title	Author/s
Eating the Big Fish How Challenger Brands Can Compete Against Brand Leaders	Adam Morgan
Positioning	Al Ries & Jack Trout
Marketing Warfare	Al Ries & Jack Trout
How Brands Grow What Marketers Don't Know	Byron Sharp
Predictably Irrational	Dan Ariely
The Upside of Irrationality	Dan Ariely
Thinking, Fast & Slow	Daniel Kahneman
How to Get Things Done	David Allen
The Trusted Advisor	David H. Maister, Charles H. Green & Robert M. Galford
Confessions of an Advertising Man	David Ogilvy
Ogilvy on Advertising "I Hate Rules"	David Ogilvy
Economyths Ten Ways Economics Gets it Wrong	David Orrell
Commonsense Direct & Digital Marketing	Drayton Bird
Marketing Insights & Outrages	Drayton Bird
10 Rules of Writing	Elmore Leonard
Rapid Response Advertising	Geoff Ayling
Spent Sex, Evolution and Consumer Behaviour	Geoffrey Miller
How Consumers Think Essential Insights Into the Mind of the Market	Gerald Zaltman
Changing Minds The Art & Science of Changing Our Own & Other People's Minds	Howard Gardner
Branding Your Business	James Hammond
Mastering the Dynamics of Innovation	James M. Utterback

Title	Author/s
A Technique for Producing Ideas	James Webb Young
Start With No	Jim Camp
Making Ads Pay	John Caples
Tested Advertising Methods	John Caples
Perfect Pitch	Jon Steel
The Adweek Copywriting Handbook	Joseph Sugarman
Writing That Works How to Communicate Effectively in Business	Kenneth Roman & Joel Raphaelson
The Snapshot Survey Quick Affordable Marketing Research for Every Organisation	Lloyd Corder
You Can Negotiate Anything	Lyle Stuart
First, Break all the Rules	Marcus Buckingham & Curt Coffman
Leadership & the New Science	Margaret J. Wheatley
Leadership & the New Science Discovering Order in a Chaotic World	Margaret J. Wheatley
The Hero & the Outlaw Building Extraordinary Brands Through the Power of Archetypes	Margaret Mark & Carol S. Pearson
Added Value The Alchemy of Brand-led Growth	Mark Sherrington
Warren Buffet And The Interpretation of Financial Statements	Mary Buffet & Devid Clark
The Secrets of Facilitation The SMART Guide to Getting Results with Groups	Michael Wilkinson
Why We Buy The Science of Shopping	Paco Underhill
The Advertising Concept Book	Pete Barry
Flawless Consulting A Guide to Getting Your Expertise Used	Peter Block
Nudge Improving Decisions About Health, Wealth & Happiness	Richard H. Thaler & Cass R. Sunstein
The Psychology Influence of Persuasion	Robert B. Cialdini

Title	Author/s
The Non-Designers Handbook	Robin Williams
Brainfluence 100 Ways to Persuade & Convince Consumers with Neuromarketing	Roger Dooley
Leadership on the Line Staying Alive Through the Dangers of Leading	Ronald A. Heifetz & Marty Linsky
Complete Publicity Plans	Sandra Beckwith
Life's a Pitch	Stephen Bayley & Roger Mavity
How to Do Better Creative Work	Steve Harrison
Changing the World is the Only Fit Work for a Grown Man	Steve Harrison
Don't Make Me Think A Common Sense Approach to Web Usability	Steve Krug
The Armchair Economist Economics & Everyday Life	Steven E. Landsburg
The Stuff of Thought Language as a Window into Human Nature	Steven Pinker
Total Immersion The Revolutionary Way to Swim Better, Faster and Easier	Terry Laughlin
Value-Added Public Relations	Thomas L. Harris
Blue Ocean Strategy How to Create Uncontested Market Space & Make the Competition Irrelevant	W. Chan Kim & Renee Mauborgne
Smart Financial Management	William W. Sihler, Richard D. Crawford & Henry A. Davis