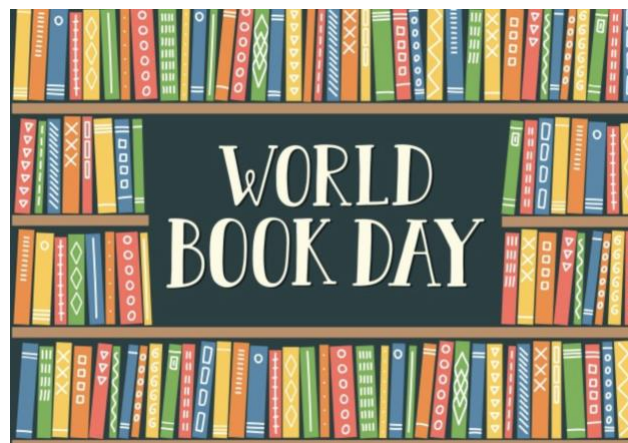




By Richard D. Czerniawski

BOOKS CAN MAKE A DIFFERENCE IN YOUR MARKETING AND LIFE



This past Sunday, 23 April, was World Book Day. It's the UNESCO (United Nations Educational, Scientific and Cultural Organization) organized day to recognize and promote the benefit of reading books.

The date is rather auspicious. It marks the day that several prominent authors were either born or died, such as Will and Miguel (that's Shakespeare and Cervantes).

Books are a source of learning, self-discovery, understanding, and development. We are voracious, lifelong readers as they also bring us joy.

Imagine the thousands of hours that the authors put into writing and editing their books. Their knowledge is available to you in just a few hours of reading. The authors gift you with their insights, experiences, and perspectives.

If you currently don't have a book to read, I encourage you to pick up one and make the time for reading it. As marketers, you might want to read books on marketing and business to make you savvier. Non-fiction is vital to gaining perspectives on societies, culture, and psychology. Don't ignore fiction, as studies suggest that reading them will develop empathy, an essential trait for marketers and leaders from all walks of life.

My feeling is that if I get one new idea or learn one more thing that I can use to open my mind and improve my life or performance, then reading the book was well worth my investment in money and time. Here are some books that I've read more than once and recommend to you:

- **Man's Search for Meaning** by Viktor E. Frankl – This book is psychiatrist Frankl's memoir as a concentration camp survivor and his lessons for pursuing something meaningful.
- **The Fifth Discipline: The Art & Practice of The Learning Organization** by Peter M. Senge – Mr. Senge presents five disciplines to overcome organization dysfunction and create a more promising and productive future. It challenges us to incorporate systems thinking.
- **Leadership and Self-Deception: Getting Out of The Box** by The Arbinger Institute – Learn how we sabotage our personal and professional relationships and how to improve them.
- **Dialogue and the Art of Thinking Together** by William Isaacs (with an introduction by Peter Senge) – The front cover copy calls it "A pioneering approach to communicating in business and life."
- **Small Decencies: Reflections and Meditations on Being Human at Work** by John Cowan – While published in 1992, its lessons have never been more needed than today. I've gifted this book to many clients.
- **To Kill a Mockingbird** by Harper Lee – This Pulitzer Prize Winner deals with racial injustice, loss of innocence, class, and our legal system. If you don't read it, then at least watch the Academy-Winning movie starring Gregory Peck.
- **Tested Advertising Methods** by John Caples – The late Mr. Caples was Chairman Emeritus of the BBDO Ad Agency. His book is about making your advertising more effective. It's evidenced- versus eminence-based. In other words, he has the proof to bear-out his principles.
- **The 7 Habits of Highly Effective People** by Stephen R. Covey – This classic provides timeless and universal principles for becoming (more) effective in business and life.
- **The Mind of the Strategist: Business Planning for Competitive Advantage** by Kenichi Ohmae – It's about strategy development to gain a competitive advantage. Don't we all need it!?!
- **ZAG: The #1 Strategy of High-Performance Brands** by Marty Neumeier – It's clear, simple, and elegant. I particularly laud his analogy of corporation growth to the game of rock, paper, and scissors.
- **Steve Jobs** by Walter Isaacson – Inspirational! This book details the life story and practices of one of the foremost Marketects of our era.
- **Better: A Surgeon's Notes on Performance** by Atul Gawande – This book is not just about improving surgery as its lessons apply to all walks of life and business.

- **Shoe Dog: A Memoir By The Creator Of NIKE** by Phil Knight – This memoir details the ups and downs of and lessons from entrepreneurship and creating a successful company. Mesmerizing!
- **Boyd: The Fighter Pilot Who Changed The Art Of War** by Robert Coram – This book details the life—trials and tribulations—of a change agent and difference-maker and what it takes to be one.
- **The Daily Drucker: 366 Days of Insight and Motivation for Getting The Right Things Done** by Peter F. Drucker with Joseph A. Maciariello – Advice from the Father of Modern Management.
- **The Power of Habit: Why We Do What We Do in Life and Business** by Charles Duhigg – Change your life by changing your habits!
- **How The Mighty Fall: And Why Some Companies Never Give In** by Jim Collins – How to avoid decline to irrelevance or death. While you're at it, you might also want to read **Good To Great: Why Some Companies Make the Leap and Others Don't**, also by Jim Collins.
- **The Plague** by Albert Camus. This book is an allegory about the Nazi occupation of France. However, it seems to be governments' response to COVID-19. On the other hand, read **A Gentleman In Moscow** by Amor Towles. It explores the rich life of a man confined to house arrest in a Moscow hotel.
- **Great At Work: How Top Performers Do Less, Work Better and Achieve More** by Morten T. Hansen - It says it all in the book's title and sub-title.
- **Never** by Ken Follett – He imagines events and decisions that lead to WW III. It is frightening and made more plausible by current events. Don't miss it!

We'd also recommend the following authors:

- Malcolm Gladwell, who deals with sociology issues.
- Robert B. Cialdini who writes about the psychology of persuasion.
- Edward De Bono, originator of the term "lateral thinking." Mr. DeBono has written extensively on creative thinking.
- Seth Godin writes thoughtfully on marketing.

While you're at it, please consider books we've written on marketing management (www.bdn-intl.com). There's:

- **Creating Brand Loyalty: The Management of Power Positioning and Really Great Advertising** by Richard D. Czerniawski and Michael W. Maloney – This book has been called the bible of positioning and advertising. It was selected as one of the top ten business books in China and translated into Mandarin.
- **Competitive Positioning: Best Practices for Creating Brand Loyalty** by Richard D. Czerniawski and Michael W. Maloney – This practical book will show you how to make your brand stand out from the pack.

- **Avoiding Critical Marketing Errors: How to Go from Dumb to Smart Marketing** by Richard D. Czerniawski – This is the most recent book, published in March 2019. It was a number 1 Amazon new release in Global Marketing, Industrial (B2B) Marketing, and Product Management. It tackles those critical marketing errors that lead to underperformance, threaten marketing relevance, and undermine brand potential. Importantly, it addresses what all marketers and their organizations need to do to make their marketing matter more—smart(er) marketing! You can learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>

Some final thoughts: Okay, so the date for World Book Day has come and gone. Let's not squander its intention.

- Gift a book to a child. “A child who reads becomes an adult who thinks”—anonymous. It will open new worlds to the child.
- Donate books to libraries and organizations that share enlightenment with others. You might also share a particularly good read with family and friends.
- If you do not consider yourself a reader, grab a light, engaging beach read that will engage and help you to discover the many benefits of reading.
- Please let me know other books not included in our list that you recommend to us. Let's share and grow together.

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Also, please follow me on LinkedIn <https://www.linkedin.com/in/richarddczerniawski/>, where I share my perspectives from 50 years of successful worldwide brand marketing experience.

Peace and best wishes,

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