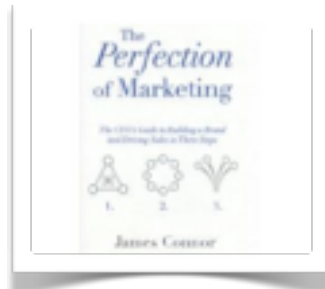


# Recommended Reading



Why She Buys  
Bridget Brennan



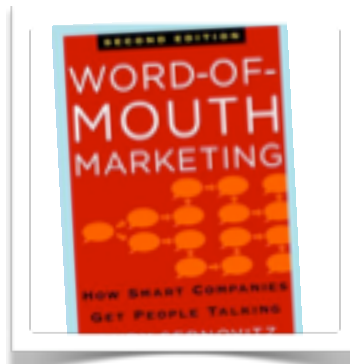
The Perfection of Marketing  
James Connor



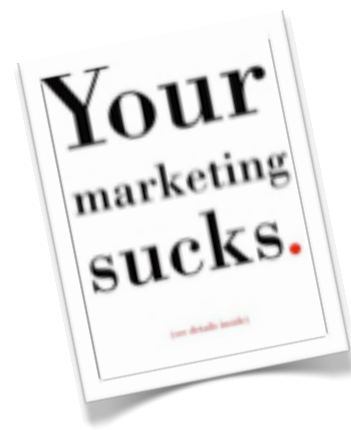
Everything Is Marketing  
Fred Joyal



The Anatomy Of Buzz Revisited  
Emanuel Rosen



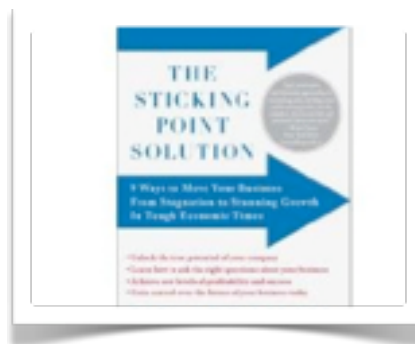
Word-Of-Mouth Marketing  
Andy Sernovitz



Your Marketing Sucks  
Mark Stevens



The New Gold Standard  
Joseph Michelli



The Sticking Point Solution  
Jay Abraham



Guerrilla Marketing  
Jay Conrad Levinson