

# Best branding reads

**mindpower**  
for smart marketing

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It's tough for the minds at Mindpower to stop thinking about branding and marketing. No surprise, then, that we like to read about branding and marketing whenever we can, whether we're waiting out a flight delay or seeking some good dream fodder before we catch a few zzz's. Here are a few of our favorite books on branding.

**BrandSimple: How the Best Brands Keep It Simple and Succeed**

Allen P. Adamson and Sir Martin Sorrell

**Made to Stick: Why Some Ideas Survive and Others Die**

Chip Heath and Dan Heath

**The Brand Gap: How to Bridge the Distance Between Business Strategy and Design**

Marty Neumier

**Zag: The Number One Strategy of High-Performance Brands**

Marty Neumier

**The 22 Immutable Laws of Branding**

Al Ries and Laura Ries

**Brand Babble: Sense and Nonsense About Branding**

Don E. Shultz and Heidi Shultz

**Differentiate or Die: Survival in Our Era of Killer Competition**

Jack Trout and Steve Rivkin

*Happy Reading!*