Marketing done right will allow your brand to go from small project to big business. And to help you do it right, I put together a list of 50 of the best marketing books out there. Let’s get to it. Disclaimer: I do not make any money from links included in this article. The links are only here to make it easy for you to check out the book if you’re interested. To see a book on Amazon, simply click on its cover image. Click on image to get book.

1. Crossing the Chasm. Positioning is another classical book in Marketing, and is the first book to deal with the problems of communicating to a skeptical, media-blitzed public. This book describes a revolutionary approach to creating a position in a prospective customer’s mind—one that reflects a company’s own strengths and weaknesses as well as those of its competitors. You will also learn: • Use leading ad agency techniques to capture the biggest market share and become a household name • Build your strategy around your competition’s You got into business because you have a passion for your products. But selling those products requires a specific set of skills. While “If you build it, they will come” is a nice premise for a movie, it doesn’t always apply to product sales. For that, you need marketing. From positioning to promotion to price, marketing helps you attract and engage customers. Fortunately, you can get quite an education on its dos and don’ts between the covers of a book.