



VICOMTE

VICOMTE READING ROOM

WHAT SHOULD I READ TO UNDERSTAND MARKETING BETTER?



A curated reading list from Chris R. Burggraeve
for MBA students, entrepreneurs, and anyone
building a wider marketing mind.

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THE VICOMTE READING LIST

“What Should I Read to Understand Marketing Better?”

I get that question often from MBA students, or from entrepreneurs. The answer is: it depends on your own personal context and application.

To get you started on your own discovery of the wonderful world of marketing — and besides my own two books, of course — these three curated lists may help. They are all easy to find on your favorite book provider.

1. On Marketing “Dark Magic” Basics

Insights, branding, portfolio management, connections, renovation and innovation, pricing, metrics...

- “How to Think Like Leonardo Da Vinci” — Michael J Gelb
- “The Effective Executive” — Peter F. Drucker
- “Power Brands” — Jesko Perry et al. (McKinsey)
- “Marketing and Finance: Creating Shareholder Value” — McDonald, Smith & Ward
- “Predictive Analytics” — Eric Siegel
- “Power Pricing” — Robert J. Dolan & Hermann Simon
- “The Power of Habit” — Charles Duhigg
- “Hooked” — Nir Eyal
- “Nudge” — Richard H. Thaler & Cass R. Sunstein
- “How Brands Grow: What Marketers Don’t Know” — Byron Sharp
- “Value Proposition Design” — Alexander Osterwalder et al.
- “Z.E.R.O.: Zero Paid Media as the New Marketing Model” — Joseph Jaffe & Maarten Albarda

PS — for Da Vinci superfans: “How to Think Like Leonardo Da Vinci” is the most topical pick for a “Renaissance Brand” lover. If you’re a Da Vinci superfan like me, enjoy these four additional sources before diving into other classics: 1) “The Ugly Renaissance” — Alexander Lee, 2) “Da Vinci’s Ghost” — Toby Lester, 3) Da Vinci’s Demons — TV series (Showtime, USA), and 4) Leonardo Da Vinci: The Universal Man — documentary (Amazon Prime).

2. On Thinking Wider: Marketing in a Broader Societal Context

- “Against the Gods: The Story of Risk” — Peter Bernstein
- “Range: Why Generalists Triumph in a Specialized World” — David J. Epstein
- “Dream Big: The Brazilian Trio Behind 3G Capital” — Cristiane Correa

- “Growth: How Ideals Power Growth and Profit at the World's Greatest Companies” — Jim Stengel
- “No Ordinary Disruption” — McKinsey Global Institute team
- “How We Got To Now” — Steven Johnson
- “Better with Age” — Peter Hubbell
- “The Second Curve: Thoughts on Reinventing Society” — Charles Handy
- “The Entrepreneurial State” — Mariana Mazzucato
- “The Wisdom of Crowds” — James Surowiecki

3. On Staying Young Forever: Entrepreneurship & Intrapreneurship

- “The Start-Up of You” — Reid Hoffman & Ben Casnocha
- “Multipotentialite: Why Some of Us Don't Have One True Calling” — Emilie Wapnick (TED Talk)
- “Worthless, Impossible and Stupid” — Daniel Isenberg
- “Zero to One” — Peter Thiel & Blake Masters
- “Restaurant Man” — Joe Bastianich
- “Dealing with Darwin” — Geoffrey Moore
- “Angel Investing” — David S. Rose & Reid Hoffman
- “Venture Deals” — Brad Feld & Jason Mendelson
- “Start Up Boards” — Brad Feld
- “Applied Corporate Finance” — Aswath Damodaran
- “Narrative & Numbers” — Aswath Damodaran
- “Finish Big” — Bo Burlingham

Chris R. Burggraeve runs Vicomte, a NYC-based marketing advisory firm helping C-Suites and Boards (re)build finance-first marketing capability. Get the Creating Marketing Miracle\$ model, the Ultimate Guides, and the Alpha M 2.0 Audit — all free — at vicomte.com.