

The following is an exhaustive list of 15 recommended WOM readings, organized by Priority Reading and Additional Reading.

This list is not required reading for WOM-COMM participants, but was created with the intent to provide a basic knowledge of WOM and provide ongoing learning before and after WOM-COMM.

If you'd like to purchase one of the books, simply click on the title and you will be redirected to the respective Amazon.com book page.

Cheers,

WOMMA

Priority Reading:

Groundswell: Winning in a World Transformed by Social Technologies
by Charlene Li and Josh Bernoff (Hardcover - April 21, 2008)

Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers
by Robert Scoble & Shel Israel

Citizen Marketers: When People Are the Message
by Ben McConnell and Jackie Huba

Word of Mouth Marketing: How Smart Companies Get People Talking
by Andy Sernovitz (Author), Guy Kawasaki (Afterword)

Additional Reading:

The Ultimate Question: Driving Good Profits and True Growth
by Fred Reichheld

Wikinomics: How Mass Collaboration Changes Everything
by Don Tapscott and Anthony D. Williams

Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force
by Ben McConnell (Author), et al.

Everything Is Miscellaneous: The Power of the New Digital Disorder
by David Weinberger (Author)

The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture
by John Battelle (Author)

The Long Tail: Why the Future of Business Is Selling Less of More
by Chris Anderson (Author)

Made to Stick: Why Some Ideas Survive and Others Die
by Chip Heath (Author), Dan Heath (Author)

Outside Innovation: How Your Customers Will Co-Design Your Company's Future
by Patricia B. Seybold

Influence: Science and Practice (5th Edition)
by Robert B. Cialdini (Paperback - Aug 11, 2008)

Unleashing the Power of PR: A Contrarian's Guide to Marketing and Communication (J-B International Association of Business Communicators)
by Mark Weiner (Hardcover - Jun 23, 2006)

Citizen Marketers: When People Are the Message
by Ben McConnell and Jackie Huba (Hardcover - Dec 1, 2006)