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journalist, tech entrepreneurImage credit: UnsplashNowadays, in the era of information overload, it may still be difficult to find practical advice to use to build a business or product. The right books and ebooks can be a great source of insight, a real-life experience to review and analyze, a coach that helps avoid typical mistakes. Here is a list of those books dedicated to online marketing that every industry professional or entrepreneur should read by 2020.1. Content Marketing For Traffic And Sales by Daniel Daines-HuttDaniel Daines-Hutt Content Marketing for Traffic and Sales is perfect for any marketer who feels their content isn't doing what it's supposed to. It's ideal for you if you feel your content is missing something, and you're not sure why? Everyone tells you to write more often, but you go crazy for all the work and small results. Daines-Hutt shows you what content will change something for you and then tells you how you can make the most of that content.2. Theory and Practice. The Ultimate Guide To Online Content Marketing by Aleksandr Lashkov This book is intended to help you complete practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of tech start-up companies over the past ten years. A technology industry expert, he has a lot of experience in helping tech companies talk to people using language that people can understand. This guide focuses on the practical problems that every content creator faces in their daily work. It's a training ground that gives you knowledge of the types of modern content and tactics that can help drive outreach and engagement. All statements are supported by real-life case studies.3. The Lead Machine The Small Business Guide to Digital Marketing by Rich BrooksRich Brooks describes important aspects of modern digital marketing and shows you how you can expand it and grow your business. He talks about the various strategies you can use to bring visitors to your website and how you can make sure they keep coming back. The complexity around some elements of digital marketing is simplified and readers are presented with books that simplify what they need to do. This book provides a step-by-step guide to growing your perfect online business for marketers and entrepreneurs in any niche.4. Addictive: How to Build Habit-Forming Products by Nir EyalNir Eyal is an expert in behavioral design, and this book is ten years of research. Eyal helps you understand not how to get people to buy your products, but to make a habit of buying your products. Another important fact about the book is that Product Hunt founder Ryan Hoover helps make content more practical. The author outlines the real methods used by modern businesses to attract attention and establish direct connections products or services they sell. This book is a handy tool to drive your business retention metrics.5. Hacking Growth: How The Company With The Fastest Growth Today Drove Breakout Success By Sean Ellis and Morgan Brown Hacking Growth is a relatively new book and, more importantly, the ideas it contains are not repackaged from the good old things of Philip Kotler. Both authors have solid practical knowledge, especially since Ellis and Brown were pioneers of growth hacking. This book will give you practical insight into some of the distribution models available. With it, you'll get real guidance on how to implement growth hacks within your company.6. Data-Driven Marketing with Artificial Intelligence: Harnessing the Power of Predictive Marketing and Machine AI for Marketing by Magnus Unemyr, 2018This is a fairly unique work by Magnus Unemyr. First, it showcases insights on applying AI to marketing, which Unemyr gained by interviewing business and marketing executives at companies that build top products. Second, the content features are perfectly structured, as all products are divided into several categories. These categories include Competitive Intelligence, Predictive Pricing, Advertising Strategy, Ecommerce, Content Marketing, Lead and Customer Acquisition, Customer Relationships, Segmentation, and Customer Journeys. This category allows you to understand how and what tools can help you in completing certain tasks.7. Factory Choices: 25 Behavioral Biases That Affect What We Buy by Richard ShottonBehavioral explains what really motivates people, rather than what they claim motivates them. Factory Options shows how the findings of this powerful field can be easily applied to marketing. Shotton highlights the complexity of target selection and discusses how marketers should do it. Even if you are not a marketer, this book provides interesting insights into consumerism and human behavior. It focuses on everyday decisions and examines what drives us to make them and, therefore, what makes us tick. What great marketing book is worth reading do you know? Join Hacker Noon Create your free account to unlock your custom reading experience. It's Monday at 10.m. (stating the day and time is the allure of the baru.com provides; You are welcome). Maybe you have an eight-plus-hour weekday stretching out in front of you. Regardless, who can't use the initial pick-me-up-of-the-workweek? And that really is the service we provide: Starting tomorrow, we deliver over 500 beauty products at allure.com!Yep, this Tuesday through Friday, readers You have no god other than Allah, and he has helped him will have an hour (12 p.m ET to 12:59 p.m ET) to enter to win some serious sweet beauty prizes. Ready for grabs this week? Elemis's skin-coddling Pro-Collagen Cleansing Balm, Mini adorable \_\_\_\_ Frosted Mini Sweets \_\_\_\_ elastic hair ties, four pack Wilma Schumann Schumann Hydra-Gel Masques (Variety), and Kopari's mega-moisturizing (but not even slightly oily) Coconut Oil Sheer Oil.This is why we love this range:Elemis Pro-Collagen Cleansing Balm: This luxurious facial cleanser looks like honey cream, smells like fresh herbs, and tastes like the richest butter, most dreamy, its highest semisolid formula melts into the skin, spreads easily and gently cuts makeup (even stubborn waterproof types) - and greatly satisfy the skin by itself, you might even consider skipping the follow-up moisturizer. As far as the task of washing your face every night, this is probably one of the most decadent ways to do it.\_\_\_\_Kitsch Frosted Mini Sweets Hair Ties:\_\_\_\_ They are very funny, won't break or bend your hair, and is a thousand times easier to see at the bottom of your bag than a standard black loop. Plus, they inject easy traction into a messy bun or a simple ponytail. Wilma Schumann Hydra-Gel Masques (Variety): If you plan to dress up as a medieval torturer or Teenage Mutant Ninja Turtle for Halloween, you're in luck! The black sea mud mask or green aloe vera in this set will keep you partially there. Kidding, of course — but real, the four cool jelly-textured sheets in this package are unsaturated with effective skincare ingredients, such as polyphenols that fight fine lines (in pink wine masks) and hydrate hyaluronic acid (the star of the white collagen version).\_\_\_\_Kopari Coconut Oil Sheer Oil:\_\_\_\_ How is that old song gone? Anything you can do, coconut oil can do better? This lightweight vegan multitasker disappears into the skin instantly (try massaging it into a flaky scalp, brittle cuticles, dry patches, or scaly feet, or add a drop to your usual face cream for an extra dose of goddess), hydrate beautifully, and leave no slick coating on its wake. Made in southern California from 100 percent organic Filipino coconut oil, it has a warm and vague sweet aroma that makes us dream of our next beach vacation. To get in for your chances of winning, head to allure.com's Free Stuff Tuesday through Friday, between 12.m. ET and 12:59 p.m. .m ET. Want a useful reminder-dandy minute giveaway started? Sign up for our daily newsletter here. Good luck, beauty lovers! For more product porn, go inside our beauty cabinet: Although we dreamed and barely knew it, longing, like angels, nurtured us, smoothed our hair, and brought us wild strawberries. It's from the Marilynne Robinson Household, though I'm not sure at what point it was said, or by whom: I don't remember, even though Robinson's first novel was wrong My favorite book. I only remember those lines because I found them beautiful enough to write down my moleskine, next to a grocery list that read salmon, clams, spinach, small milk and the words December 17@ 2, some long-forgotten promises. I've only got one Household once. I read it almost entirely in one sitting, in a library chair when I moved to Boston in the midst of a terrible blizzard. The plot is simple - two younger sisters, Ruthie and Lucille, lose their mother to suicide. Their aunt, Sylvie, came to look after them in their midcentury Idaho town. He's a little off: mysterious, spaceless, and prone to sleeping in the yard. She is not motherly; Their house fell into disarray, and the girls never quite had the usual routine. More than a mother figure, Sylvie is a kind of distant supervisor, whose spell Ruthie falls under and whose solitary individualism angers and humiliates Lucille.The book makes me feel things in a way I didn't know I could. The writing was so poetic and sensual - the book is, in some ways, much more about the sun and the moon and landscape than about the action - but mostly I take Robinson's homesickness: on feeling it, even at home, while longing for distant memories, or anticipating a home you don't yet have but wanting to be so bad it feels like you've been snatched away from it. Housekeeping resonates with me, in my snowy new town. I miss home, and I miss a crowded house in Boston that I don't know yet. It was three years ago, and I haven't read Housekeeping since. It felt like not enough time had passed, perhaps, but then there was this nagging feeling that, perhaps, I should never have revisited the book. It happens every once in a while, where I'm going to have a beer on my friend's fire escape, or have cocoa and listen to notes with my boyfriend's roommate, and I'll suddenly think Oh, I've got a life here! Without realizing it, I've created my own home. Rereading Housekeeping - a relic of a more depressing and unfamiliar time in which I was out of place - was unnecessary. Households fill holes; It was companion and comfort when I needed it, but I'm not now. There are other books, books that I can't get enough of and the same meal in one sitting; Vendela Vida's Let the Northern Lights Erase Your Name, read for a day in bed, and Margaret Atwood's The Handmaid's Tale, read in two hours over coffee at a cafe on Newbury Street. I love these books. I love what they have to say and how they move me in a way I've never moved before. And like Housekeeping, I love them so much I can't bear to read them anymore. They perfectly fit a certain part of my heart, and I worry that they won't fit again after rereading. I was also afraid of being disappointed, because the books were not as good as I was Or, perhaps, they'll still be good, but there are so many other factors that make every reading experience special: the bagels I ate with Atwood, the blanket that covered Vida and me, even the melancholy that enveloped my reading with Robinson. I just can't reinvent first experience. It's like taking a picture of a roaring fire in a fireplace - it's never as beautiful as the second look; You can't smell the smoke, or hear the crackling sound, or feel the warmth of the fire on your cheeks. I'm afraid that you can't, unfortunately, love the book as much as you did the first time you read it. So I would see these titles, tucked happily on my shelves as marker times in my life, and know the words on their pages — but that's how they would stay.image: blacksalmon/Fotolia blacksalmon/Fotolia

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