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journalist, tech entrepreneur Imaging state: UnsplashNowadays, in the age of information overload, it might still be difficult to find practical tips to use to build a business or product. The right books and eBooks can become a great source of information, real-life experience to review and analyze, a coach who helps avoid typical mistakes. Here is the list of these books dedicated to online marketing that every professional or entrepreneur in the industry should read in 2020.1. Daniel Daines-HuttDaniel Daines-Hutt Content Marketing for Traffic and Sales content marketing for Traffic and Sales by Daniel Daines-Hutt is perfect for any seller who feels their content isn't doing what they should. It's great for you if you feel like your content is losing something, and you're not sure why? Everyone else tell you to write more often, but you go crazy for all the work and the little results. Daines-Hutt shows you what content will change things for you and then tells you how you can make the most of that content.2 Theory and Practice. Aleksandr Lashkov's definitive guide to online content marketing This book is intended to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of start-up technology companies over the past ten years. An expert in the technology industry, he has extensive experience in helping technology companies talk to people by using a language that people can understand. This guide focuses on the practical issues each content creator faces in their daily work. It's a training ground that gives you know about modern content types and tactics that can help drive reach and engagement. All statements are supported by actual case studies.3. Rich BrooksRich Brooks' Small Business Guide to Digital Marketing describes the critical aspects of modern digital marketing and shows you how you can expand them and grow your business. Discuss the different strategies you can use to get 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 a book that simplifies what they need to do. The book offers a step-by-step guide to growing your online business that is perfect for sellers and entrepreneurs in any niche.4. Hooked: How to Build Habit-Forming Products by Nir EyalNir Eyal is an expert in the field of behavioral design, and the book is the result of his ten years of research. Eyal helps you understand not how to get people to buy your product, but to make a habit of buying your product. Another significant fact about this book is that Product Hunt founder Ryan Hoover helped make the content even more practical. The author describes real methods that are used by modern companies to attract attention and build a direct connection to the product or service they're selling. This book is a handy tool to drive your business retention metrics.5. Hacking growth: How today's fastest growing companies drive the success of Sean Ellis and Morgan Brown Hacking Growth is a relatively recent book and, more importantly, the ideas it contains are not repackaged from Philip Kotler's old good things. Both authors have a solid practical knowledge, especially since Ellis and Brown are pioneers of growth hacking. This book will give you practical information about the multiple distribution models available. With it, you will get a real guide on how to implement growth hacking within your company.6. Data-driven marketing with artificial intelligence: Harness the power of predictive marketing and AI from Magnus Unemyr's marketing machine, 2018 This is a unique work by Magnus Unemyr. First, it presents information about the application of AI to marketing, which Unemyr obtained by interviewing business and marketing executives at companies that build world-class products. Second, it has perfectly structured content, as all products are divided into several categories. These categories include Competitive Intelligence, Predictive Pricing, Ad Strategy, Ecommerce, Content Marketing, Customer and Customer Acquisition, Customer Relationships, Targeting, and Customer Journey. These categories allow you to understand how and what tools can help you solve particular tasks.7. The Choice Factory: 25 Behavioral Biases Influencing What We Buy by Richard Shotton Technical Science explains what really motivates people, rather than what they claim, motivates them. The Choice Factory shows how the findings in this strong field can be easily applied to marketing. Shotton highlights the complexities of target selection and discusses how sellers should do it. Even if you are not a seller, this book provides fascinating information about 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 books do you know? Join Hacker Noon Create your free account to unlock your personalized reading experience. Released on November 19, 2020 When you look to improve your workflow, you must have an appropriate team. And one of the most attractive computers out there are macbooks. These stylish transportable computers allow you to work anywhere at any time and provide a wealth of functionality to your users. But sometimes, that's not enough. In many cases, you're looking for more. Even though Go through some productivity apps, there are actually a lot of macbook accessories available that will make your life easier in many ways. These additional accessories will allow your macbook to load faster, keep more data, or keep it safe while you travel. Beyond that, there are a wide variety of accessories for from so many companies have jumped on the supply cart to macbook users. Below we have listed some of the best macbook accessories that will benefit your computer. What makes Macbook accessories great? Before we entered the list, we wanted to review the criteria for what makes macbook accessories excellent. The items we have chosen from this list will have the following criteria: At a reasonable price: the accessories themselves should not break the bank compared to the large initial investment of a macbook. Usability – All of these accessories are practical in various situations, however, they also have additional features that make them useful in some situations beyond their obvious functions. Compact: The workflow also has to do with space in most circumstances. As such, anything that's too bulky doesn't help much. These accessories are great on purpose – for storing other items – or are nice and compact so they don't get in the way. A USB drive to store files quickly without accessing the cloudWhile you can always access the cloud at any time, sometimes accessibility can be cumbersome or time-taking. Instead of trying to access files that way, getting a USB flash drive can save you a lot of time. Especially if your work involves providing presentations. The SanDisk Ultra Dual Drive is great because it offers USB-C and USB-A connectors that allow you to connect to virtually any device and transfer files and more between computers. In addition, USB drives have several hundred gigabytes these days, making them solid storage devices. Buying SanDisk Ultra Dual Drive here.Compact Charger that does more than ChargeSu default charger that comes with your MacBook is a good choice for a charger, but these days chargers can offer much more.

This can help you speed up your workflow by charging other devices or using the charger for other uses beyond charging. In the case of the Anker PowerPort charger, it is more compact than the default charger. It also offers another USB-C connector that allows you to quickly charge another gadget with it. Buy the Anker PowerPort charger here. Port adapter for those with multiple devicesA of difficult restrictions with a macbook is that it only has two USB-C ports. This is manageable for people with fewer gadgets, but if you're the type that has multiple gadgets, it can disrupt your workflow if you need a particular device and can't charge or access it. In this situation, a Satechi port adapter can help. It offers multiple USB-C ports that allow multiple devices to be used. This can also help organize cables that we know can disrupt work. If USB-C ports are not enough, it also comes with an SD card reader and an Ethernet cable port as well. Buy Satechi Multi-Port Adapter here. A USB cable that is not as intrusive or cumbersome to useThe USB-C cable that comes with Macbooks is small and used used hook to an external monitor. By adding more length to them, you can have better cable management. One option we found ideal was the Nomad Kevlar cable that offers enough length to do whatever you want while giving you more room to work. Buy Nomad Kevlar USB-C Cable here. Cleaning your laptop screen to see what You are doingDust, particles and stains are to be expected on laptop screens after a while. While you can fix them, sometimes they can darken your vision sometimes. The same can apply to all devices these days. The only problem with many solutions on the market is that they can damage the screens. Fortunately, we found a screen cleaning solution that does not damage the screens. The ScreenDr Professional screen cleaning kit comes with a spray that is screen safe and an antimicrobial microfiber cloth to ensure you get the most out of the spray. Buy ScreenDr Professional Screen Cleaning Kit here. Card reader that speeds up photo transfer timeSi you are looking for a separate card reader for your work, getting a device designed for photo transfer and reading is essential. One of the best macbook accessories in this category that we found was the Vanja card reader. It is capable of reading SD and MicroSD cards while also transferring images to a computer with ease thanks to its USB-C and USB 2.0 port options. It is also small so it is easy to carry and cheap to buy so it is a great option to pick up if you take care of a lot of pictures. Buy Vanja Card Reader here. Protective sleeves to protect your laptop from damageFor those who are traveling the last thing you want is for your laptop to be damaged for any reason. Even though you're not likely to drop it as often as your phone, having a laptop case to be on can save you time. One manga we found interesting was native Union manga. They are made of tear-resistant material with genuine leather accents. Its interior is soft as well as avoiding scratches from your laptop. It also offers a pocket area where you can store cables and other macbook accessories easily. Buy the Native Union laptop case here. Car Charger To charge on the GoFor the person who always drives around, a car charger is always a useful tool to have when you are on the move. Anker's is particularly useful in several ways. This can not only charge your macbook, but also has an additional port for you to charge your phone if needed. It's not the fastest charger there is compared to the Macbook adapter but it is the highest on the market with an output power of 30 watts. By comparison, the second fastest charging connector offers an output of 18 watts. Other than that, the charger has an illuminated LED ring for you to see and the connectors late at night. It also has a function that ensures that devices do not experience overheating or overheating the charger itself. Buy the Anker PowerDrive car charger here. USB-C to USB-A adapter grants access to older models If your older macbook still works, but you have files that you want you not to have backed up what you want, this makes it easier to access them. It also allows you to access devices that only have USB-A slots. This can save you a lot of time if you're moving between older and newer devices. Buy the Thunderbolt adapter here. A Hardshell case for additional protectionA case is good for traveling, but when you're using it, having an extra layer of protection can be nice. Beyond that, this hard case can also serve as additional protection against scratches and bumps as well. Buy Incase Textured Hardshell Case here. Alternative sleeve for those with tighter budgets but want protectionSi you are looking for a suitable laptop case but are not looking to spend too much, AmazonBasics brands are a good alternative. Its sleeves are elegant and still offer good scratch protection as well. It also has some pockets for small essentials as well. Buy AmazonBasics Laptop Case here. A hub that accommodates multiple ports at once If we have already mentioned a port before it is a great time saver thanks to the that it has several ports for different devices. This is a great alternative because although it doesn't offer as many USB-C ports, it offers more variety. Along with the design that is the same color as the MacBook Air, it offers two USB-C connectors, two USB 3.0 ports, one HDMI port, and SD and microSD card readers. Buy Satechi Type C Pro Hub here. Headphones for dealing with fewer Cords are a common problem when increasing desktop productivity and one way to mitigate them is to go wireless. 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It also keeps you elevated from the surface that can protect you from spillsBuy Twelve South BookArc desktop stand here. A comfortable and easy-to-use mouse for faster working speedThe last of the macbook accessories we'll talk about is a suitable mouse. Logitech offers fantastic mouse and its MX Master 3 is one of the best wireless mouses out there. Its ergonomic design, customizable buttons and incredibly precise movement is fantastic. It also comes with a scroll wheel for precise travel. Battery power can last for months between charges and, like all Logitech devices, comes with a USB-C connector to charge. Buy logitech MX Master 3 Wireless Mouse here. Bottom lineThere are many macbook accessories out there to improve your workflow. Taking the time to do research and invest in some of the best though it will save you a lot of time, money and energy in the long run. At the same time, all of these accessories can help you with specific needs for what you're doing. 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