

MEILLEURS LIVRES

MARKETING / BUSINESS

DES “TECH MARKETING LEADERS”

J'ai demandé aux meilleurs CMOs de l'écosystème (Contentsquare, Alan, Aircall...) leurs recos de livres "business" et voici les 24 qu'ils m'ont donné :

MARKETING

- The next CMO : <https://amzn.to/3UulpDj>
- No forms, no spam, no cold calls : <https://amzn.to/4bwu9zW>
- The Fractional CMO Method : <https://amzn.to/3Sz0opt>
- Crossing the Chasm : <https://amzn.to/42GqLOX>
- Niche Down : <https://amzn.to/3OyE66g>
- Tribes : <https://amzn.to/48bDutW>

MANAGEMENT & LEADERSHIP

- La méthode pour recruter les meilleurs : <https://amzn.to/3SwOE6R>
- The Great CEO Within : <https://amzn.to/3STbTJW>
- Radical Candor : <https://amzn.to/3SRYhyh>
- The Effective Executive : <https://amzn.to/3SRGMhB>
- 5 Dysfunction of a team : <https://amzn.to/3STbw20>

PRODUCT MARKETING & MANAGEMENT

- Obviously Awesome : <https://amzn.to/3SC86z8>
- The Mom Test : <https://amzn.to/3OHO5WL>
- The Design of Everyday Things : <https://amzn.to/3ujhwHX>
- Positioning: The battle for your minds : <https://amzn.to/3HV2LOI>



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DES “TECH MARKETING LEADERS”

CONTENT

- Epic Content Marketing : <https://amzn.to/49r57jU>
- Make Noise : <https://amzn.to/48ZO7Bv>

BUSINESS

- The Messy Middle : <https://amzn.to/42GjFKs>
- Start to Scale : <https://amzn.to/3STedk7>
- Who: The A Method For Hiring : <https://amzn.to/3SSOh86>
- The Win Without Pitching : <https://amzn.to/489pDog>
- Building for Everyone : <https://amzn.to/3SqZJGs>
- Play Bigger : <https://amzn.to/48hkpqh>
- Blueprints for a Sales SaaS Organization : <https://amzn.to/48aUFvJ>



LES MEILLEURES LIVRES MARKETING / BUSINESS

Des "Tech Marketing Leaders"



The Next CMO
Peter Mahoney, Scoot Todaro,
Dan Faulkner

MARKETING



The Fractional CMO Method
Casey Stanton

MARKETING



Epic Content Marketing
Joey Pulizzi

CONTENT



Make Noise
Eric Nuzum

PODCAST



The Win Without Pitching Manifesto
Blair Enns

BUSINESS



Niche Down
Christopher Lochhead,
Heather Clancy

MARKETING



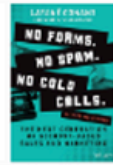
Play Bigger
Kevin Maney, Al Ramadan,
Dave Peterson,
Christopher Lochhead

BUSINESS



The Great CEO Within
Matt Mochary, Alex MacCaw,
Misha Talavera

LEADERSHIP



**No forms, No spam,
No cold calls**
Latané Conan

MARKETING



Tribes
Seth Godin

MANAGEMENT



The Messy Middle
Scott Brinker

BUSINESS



Start to Scale
Thibault Renouf

BUSINESS



The Mom Test
Rob Fitzpatrick

Product Marketing



Building for Everyone
Annie Jean Baptiste

BUSINESS



**5 Dysfunctions of
a team**
Patrick M. Lencioni, Andreas
Schieberle

BUSINESS



Radical Candor
Kim Scott

LEADERSHIP



**La méthode pour
recruter les meilleurs**
Antoine Freysz

MANAGEMENT



Obviously Awesome
April Dunford

PRODUCT MARKETING



Crossing the Chasm
A. Geoffrey Moore

MARKETING



**Who: The Method of
Hiring**
Geoff Smart, Randy Street

MANAGEMENT



**The Design of Everyday
Things**
Don Norman

PRODUCT MANAGEMENT



**Positioning: The
battle for your minds**
Al Ries, Jack Trout

MANAGEMENT



**Blue Print For SaaS
Organization**
Jacco Van Der Kooij, Fernando
Pizarro

SALES



**The Effective
Executive**
Peter F. Drucker

MANAGEMENT

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