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Kristofer Mencák's list of read books

Word of mouth, buzz, viral, new marketing

[Buzzmarketing: Get People to Talk About Your Stuff](#) by Mark Hughes

[The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth](#) by George Silverman

[Word of Mouth Marketing: How Smart Companies Get People Talking](#) by Andy Sernovitz and Guy Kawasaki

[PyroMarketing: The Four-Step Strategy to Ignite Customer Evangelists and Keep Them for Life](#) by Greg Stielstra

[Unleashing the Ideavirus](#) by Seth Godin and Malcolm Gladwell

[The Cluetrain Manifesto: The End of Business as Usual](#) by Christopher Locke, Rick Levine, Doc Searls, and David Weinberger

[Naked Conversations: How Blogs are Changing the Way Businesses Talk with Customers](#) by Robert Scoble and Shel Israel

[Grapevine : The New Art of Word-of-Mouth Marketing](#) by David Balter and John Butman

[The Tipping Point: How Little Things Can Make a Big Difference](#) by Malcolm Gladwell

[Anatomy of a Trend](#) by Henrik Vejlgard

[Viral Marketing in a Week \(In a Week\)](#) by Richard Perry and Andrew Whittaker

[Connected Marketing: The Viral, Buzz and Word of Mouth Revolution](#) by Justin Kirby and Paul Marsden

[Buzz: Harness the Power of Influence and Create Demand](#) by Marian Salzman, Ira Matathia, and Ann O'Reilly

[Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising](#) by Joseph Jaffe

[The Anatomy of Buzz: How to Create Word of Mouth Marketing](#) by Emanuel Rosen

[MÄNNISKOR PÅVERKAR MÄNNISKOR](#), Göran Thorstenson

[Permission Marketing : Turning Strangers Into Friends And Friends Into Customers](#) by Seth Godin

[Citizen Marketers: When People Are the Message](#) by Ben McConnell and Jackie Huba

[ONE: A Consumer Revolution for Business](#) by Stefan Engeseth

[Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force](#) by Ben McConnell, Jackie Huba, and Guy Kawasaki

[Beyond Buzz: The Next Generation of Word-of-Mouth Marketing](#) by Lois Kelly

[The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly](#) by David Meerman Scott

[The New Influencers: A Marketer's Guide to the New Social Media](#) by Paul Gillin

[Meatball Sundae: Is Your Marketing out of Sync?](#) by Seth Godin

Business, marketing, branding

[Blue Ocean Strategy: How to Create Uncontested Market Space and Make Competition Irrelevant](#) by W. Chan Kim and Renée Mauborgne

[Mavericks at Work: Why the Most Original Minds in Business Win](#) by William C. Taylor and Polly G. LaBarre

[Purple Cow](#) by Seth Godin

[The Big Moo: Stop Trying to Be Perfect and Start Being Remarkable](#) by The Group of 33 and Seth Godin

[Jump Start Your Business Brain: Scientific Ideas and Advice That Will Immediately Double Your Business Success Rate](#) by Doug Hall and Tom Peters

[Freakonomics: A Rogue Economist Explores the Hidden Side of Everything](#) by Steven B. Levitt and Stephen J. Dubner

[Survival Is Not Enough: Why Smart Companies Abandon Worry and Embrace Change](#) by Seth Godin

[Selling the Dream](#) by Guy Kawasaki

[Free Prize Inside: The Next Big Marketing Idea](#) by Seth Godin

[Good to Great: Why Some Companies Make the Leap... and Others Don't](#) by Jim Collins

[First, Break All the Rules: What the World's Greatest Managers Do Differently](#) by Marcus Buckingham and Curt Coffman

[Den lojala kunden](#), Magnus Söderlund

[Den nöjda kunden](#), Magnus Söderlund

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

[The Art of War - Sun Tzu's Classic in Plain English With Sun Pin's : The Art of Warfare](#) by Sun Tzu, Sun Pin, and D. E. Tarver

[Guerrilla PR Wired : Waging a Successful Publicity Campaign Online, Offline, and Everywhere In Between](#) by Michael Levine

[Medici Effect: What Elephants and Epidemics Can Teach Us About Innovation](#) by Frans Johansson

[Married to the Brand: Why Consumers Bond with Some Brands for Life](#) by William J. McEwen

[Guerrilla Marketing Weapons: 100 Affordable Marketing Methods](#) by Jay Conrad Levinson

[Small Is the New Big: and 183 Other Riffs, Rants, and Remarkable Business Ideas](#) by Seth Godin

[Selling the Invisible: A Field Guide to Modern Marketing](#) by Harry Beckwith

[The Dip: A Little Book That Teaches You When to Quit \(and When to Stick\)](#) by Seth Godin

[The Culting of Brands : Turn Your Customers into True Believers](#) by Douglas Atkins

[Primalbranding: Create Zealots for Your Brand, Your Company, and Your Future](#) by Patrick Hanlon

[Beyond the Brand: Why Engaging the Right Customers is Essential to Winning in Business](#) by John Winsor

[Zag: The Number One Strategy of High-Performance Brands](#) by Marty Neumeier

[Brand Hijack: Marketing Without Marketing](#) by Alex Wipperfurth

[Tribal Knowledge: Business Wisdom Brewed from the Grounds of Starbucks Corporate Culture](#) by John Moore

[What Were They Thinking?: Unconventional Wisdom About Management](#) by Jeffrey Pfeffer

[The Viking Manifesto: The Scandinavian Approach to Business and Blasphemy](#) by Steve Strid and Claes Andreasson

Influence

[Hot Button Marketing: Push the Emotional Buttons That Get People to Buy](#) by Barry Feig

[Advertising Secrets of the Written Word: The Ultimate Resource on How to Write Powerful Advertising Copy from One of America's Top Copywriters and Mail Order Entrepreneurs](#) by Joseph Sugarman

[Blink: The Power of Thinking Without Thinking](#) by Malcolm Gladwell

[Getting to Yes: Negotiating Agreement Without Giving In](#) by Roger Fisher, William L. Ury, and Bruce Patton

[Getting Past No: Negotiating Your Way from Confrontation to Cooperation](#) by William Ury

[Irresistible Attraction: Secrets of Personal Magnetism](#) by Kevin Hogan, Mary Lee Labay, and Jack Swaney

[Get Anyone to Do Anything: Never Feel Powerless Again--With Psychological Secrets to Control and Influence Every Situation](#) by David J. Lieberman

[The Closers](#) by Jim Pickens and Ben, III Gay

[MindControlMarketing.com: How Everyday People are Using Forbidden Mind Control Psychology and Ruthless Military Tactics to Make Millions Online](#) by Mark Joyner, Sunny Joo-Chen, and Max Kuo

[The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less](#) by Mark Joyner

[Call to Action: Secret Formulas to Improve Online Results](#) by Bryan Eisenberg, Jeffrey Eisenberg, and Lisa T. Davis

[Made to Stick: Why Some Ideas Survive and Others Die](#) by Chip Heath and Dan Heath

[Influence: Science and Practice \(4th Edition\)](#) by Robert B. Cialdini

[Social Influence \(The Sydney Symposium of Social Psychology Series, V. 3\)](#) by Joseph P. Forgas

[Maximum Influence: The 12 Universal Laws of Power Persuasion](#) by Kurt W. Mortensen and Robert G. Allen

[The Science of Influence: How to Get Anyone to Say "Yes" in 8 Minutes or Less!](#) by Kevin Hogan

[Who am I? The 16 Basic Desires that Motivate Our Actions and Define Our Personalities](#) by Steven Reiss

[Fursten](#), Niccoló Machiavelli

[The Greatest Salesman in the World](#) by Og Mandino

[How to Win Friends & Influence People](#) by Dale Carnegie

[How to Change Anybody: Proven Techniques to Reshape Anyone's Attitude, Behavior, Feelings, or Beliefs](#) by David J. Lieberman

[How to Persuade People Who Don't Want to be Persuaded: Get What You Want-Every Time!](#) by Joel Bauer and Mark Levy

[Power Persuasion: Using Hypnotic Influence to Win In Life, Love And Business](#) by David R. Barron and Danek S. Kaus

[The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking](#) by Kevin Hogan

[Persuasion: The Art of Getting What You Want](#) by Dave Lakhani

[Övertalningsstrategier](#), Lars Palm

[Artful Persuasion: How to Command Attention, Change Minds, and Influence People](#) by Harry Mills

[The Power of Persuasion: How We're Bought and Sold](#) by Robert V. Levine

[The 48 Laws of Power](#) by Robert Greene

[Praktisk retorik](#), Göran Hägg

[The Psychology of the Internet](#) by Patricia Wallace

Sociology, social psychology, decision making

[The Paradox of Choice: Why More Is Less](#) by Barry Schwartz

[The Wisdom of Crowds](#) by James Surowiecki

[The Psychology of Judgment and Decision Making](#) by Scott Plous

[Sources of Power: How People Make Decisions](#) by Gary Klein

[Smart Choices: A Practical Guide to Making Better Decisions](#) by John S. Hammond, Ralph L. Keeney, and Howard Raiffa

[Evolutionary Psychology: The New Science of the Mind-CRAM101 TEXTBOOK OUTLINE](#) by 2nd Edition Buss

[Never Be Lied To Again: How to Get the Truth In 5 Minutes Or Less In Any Conversation Or Situation](#) by David J. Lieberman

[Passer's Psychology: Frontiers and Applications with e-Source and PowerWeb](#) by Michael W. Passer and Ronald E Smith

[Social Psychology: Goals in Interaction \(4th Edition\) \(MyPsychLab Series\)](#) by Douglas T. Kenrick, Steven L. Neuberg, and Robert B. Cialdini

[On Human Nature](#) by Edward O. Wilson

[Make Peace With Anyone: Breakthrough Strategies to Quickly End Any Conflict, Feud, or Estrangement](#) by David J. Lieberman

[Conquering Deception](#) by Jef Nance

[Why Smart People Make Big Money Mistakes And How To Correct Them: Lessons From The New Science Of Behavioral Economics](#) by Gary Belsky and Thomas Gilovich

[Herd: How to Change Mass Behaviour by Harnessing Our True Nature](#) by Mark Earls

Internet, webdesign, usability

[The Big Red Fez: How To Make Any Web Site Better](#) by Seth Godin

[Human-Computer Interaction \(3rd Edition\)](#) by Alan Dix, Janet E. Finlay, Gregory D. Abowd, and Russell Beale

[Don't Make Me Think: A Common Sense Approach to Web Usability \(2nd Edition\)](#) by Steve Krug

[Designing Web Usability : The Practice of Simplicity](#) by Jakob Nielsen

[Designing Easy-to-use Web Sites: A Hands-on Approach to Structuring Successful Websites](#) by Vanessa Donnelly

[Webbdesign med fokus på användbarhet](#), Rolf Molich

[Design for Community: The Art of Connecting Real People in Virtual Places](#) by Derek M. Powazek

[Essential Business Tactics for the Net, 2nd Edition](#) by Larry Chase and Eileen Shulock

[The CSS Anthology: 101 Essential Tips, Tricks & Hacks](#) by Rachel Andrew

[Stylin' with CSS: A Designer's Guide \(VOICES\)](#) by Charles Wyke-Smith

[The Zen of CSS Design: Visual Enlightenment for the Web \(Voices That Matter\)](#) by Dave Shea and Molly E. Holzschlag

[HTML for the World Wide Web with XHTML and CSS, Fifth Edition \(Visual QuickStart Guide\)](#) by Elizabeth Castro

[Eric Meyer on CSS: Mastering the Language of Web Design](#) by Eric A. Meyer

[More Eric Meyer on CSS \(Voices That Matter\) \(VOICES\)](#) by Eric A. Meyer

[Web Standards Solutions: The Markup and Style Handbook \(Pioneering Series\)](#) by Dan Cederholm

[Bulletproof Web Design: Improving flexibility and protecting against worst-case scenarios with XHTML and CSS](#) by Dan Cederholm

[Designing with Web Standards \(2nd Edition\)](#) by Jeffrey Zeldman

[Web Designer's Reference](#) by Craig Grannell

[The Design of Everyday Things](#) by Donald A. Norman

[Net Words: Creating High-Impact Online Copy](#) by Nick Usborne

[Web Copy That Sells: The Revolutionary Formula for Creating Killer Copy Every Time](#) by Maria Veloso

[101 Ways to Boost Your Web Traffic: Internet Promotion Made Easier, 2nd Edition](#) by Thomas Wong

Network theory etc.

[Nexus: Small Worlds and the Groundbreaking Science of Networks](#) by Mark Buchanan

[Critical Mass: How One Thing Leads to Another](#) by Philip Ball

[Linked: How Everything Is Connected to Everything Else and What It Means](#) by Albert-Laszlo Barabasi

[Sync: How Order Emerges from Chaos in the Universe, Nature, and Daily Life](#) by Steven Strogatz

[Emergence: The Connected Lives of Ants, Brains, Cities, and Software](#) by Steven Johnson

[The Starfish and the Spider: The Unstoppable Power of Leaderless Organizations](#) by Ori Brafman and Rod Beckstrom

Mixed

[Crimes Against Logic](#) by Jamie Whyte

[A Rulebook for Arguments](#) by Anthony Weston

[Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money--That the Poor and Middle Class Do Not!](#) by Robert T. Kiyosaki and Sharon L. Lechter

[How to Position Yourself As the Obvious Expert: Turbocharge Your Consulting or Coaching Business Now!](#) by Elsom Eldridge and Mark Eldridge

[The Attractor Factor: 5 Easy Steps for Creating Wealth \(or Anything Else\) from the Inside Out](#) by Joe Vitale

[Richest Man in Babylon](#) by George S. Clason

[Unlimited Power : The New Science Of Personal Achievement](#) by Anthony Robbins

[The Luck Factor: The Four Essential Principles](#) by Richard Wiseman

[Instant Analysis](#) by David J. Lieberman

[Who's Pulling Your Strings?: How to Break the Cycle of Manipulation and Regain Control of Your Life](#) by Harriet Braiker

[Talking the Winner's Way: 92 Little Tricks for Big Success in Business and Personal Relationships](#) by Leil Lowndes

[The Undercover Economist: Exposing Why the Rich Are Rich, Why the Poor Are Poor--And Why You Can Never Buy a Decent Used Car!](#) by Tim Harford

[Survival of the Sickest: A Medical Maverick Discovers Why We Need Disease](#) by Sharon Moalem and Jonathan Prince

[The Power of Approachability](#) by Scott Ginsberg

[The 4-Hour Workweek: Escape 9-5, Live Anywhere, and Join the New Rich](#) by Timothy Ferriss

[Simpleology: The Simple Science of Getting What You Want](#) by Mark Joyner

[The Age of Speed: Learning to Thrive in a More-Faster-Now World](#) by Vince Poscente

[Surrounded By Geniuses](#) by Alan Gregerman

[It's Not How Good You Are, Its How Good You Want to Be: The World's Best Selling Book](#) by Paul Arden