

#PrintChat Reading List

[Matthew Lamoureux @PrepressMonkey](#)

The Handy Book of Artistic Printing <<http://amzn.to/16jW2r2>>

[Brooke Hamilton @byhamilton](#)

Design Is A Job. A must-read for designers and non-designers alike. <<http://amzn.to/12iVc8A>>

[Julie Shaffer @JulieShafferPIA](#)

Made to Stick" by Chip & Dan Heath - brilliant treatise that will change how you view marketing!

<<http://amzn.to/13k8sw6>>

[J.F. Litho @jflitho](#)

[@pantone](#) book pic.twitter.com/vbCD1UdRJH

[Robert Hunt @printapply](#)

The Tipping Point by Malcolm Gladwell <<http://amzn.to/11n6opc>>

[Michael Josefowicz @toughLoveforx](#)

The Pocket Pal <<http://amzn.to/11n6FZa>>

[John Foley @johnfoleyjr](#)

The Long Tail by Chris Anderson <<http://amzn.to/1509ZxP>>

[Brian Coale @coaleb](#)

Emotional Branding <<http://amzn.to/10IHqJg>>

[Matthew Lamoureux @PrepressMonkey](#)

General Printing by Cleeton, Pitkin & Conwell <<http://amzn.to/10vrXM6>>

[Mark Pitzele @MarkPitzele](#)

The Purple Cow, Seth Godin <<http://amzn.to/10kWTiU>>

[Michael Josefowicz @toughLoveforx](#)

Anything by Miles Southworth is top of my list.

[Michael Josefowicz @toughLoveforx](#)

Anything written by Seth Godin is worth the read.

[John Foley @johnfoleyjr](#)

Untethered Marketing: The Role of the Cloud and Mobile Communications: ow.ly/kQfGa

[John Foley @johnfoleyjr](#)

Business Transformation: A New Path to Profit for the Printing Industry: ow.ly/kQflW

[Lynne Gullo @pinkypulse](#)

To Sell is Human by Daniel Pink <<http://amzn.to/13kfxMW>>

[Craig Bower @designthatrocks](#)

Ideaspotting by Sam Harrison <<http://amzn.to/10tVZl9>>

[Craig Bower @designthatrocks](#)

Marketing wise - a great one is Juicing the Orange by Fallon and Senn

[Julie Shaffer @JulieShafferPIA](#)

Disrupt: Think the Unthinkable to Spark Transformation in Your Business by Luke Williams
<<http://amzn.to/174FhQN>>

[Brian Coale @coaleb](#)

I tend to follow publishers No Starch Press, The "Perspectives" series, A Book Apart...

[iPresort @iPresort](#)

100 Things Every Designer Should Know by Susan Weinschenk <http://amzn.to/YHXdxV>

[Print Media Centr @PrintMediaCentr](#)

I have [@sandyhubbard](#)'s book recco proxy: The Mirror Test by [@JeffreyHayzlett](#) ow.ly/kQgz3

[Sandy Hubbard](#)

Business Transformation: New Path to Profit by [@johnfoleyjr](#) <ow.ly/kQf1W> & ALL of [@JulieShafferPIA](#)'s books!

[Sandy Hubbard](#)

Social Marketology by Ric Dragon - advanced book on the social media marketing process
<<http://amzn.to/12gXwOp>>

[Gerry Mulvaney @gerrymulvaney](#)

"The Art of War" Sun Tzu <<http://amzn.to/16jYJJ2>>

[Julie Shaffer @JulieShafferPIA](#)

Andrew Davis' "Brandscaping: Unleashing the Power of Partnership" - reading this right now. Thought-provoking ideas! <<http://amzn.to/130iZZx>>