

# davidjay



*"The only difference between who you are today and the person you will be in five years will come from the books you read and the people you associate with." - Charles Jones*

- **The Purpose Driven Life**

[rickWARREN] - Finding a purpose for our life is the first thing we must do. Without a purpose all other accomplishments are meaningless.

- **Never Eat Alone**

[keithFERRAZZI] - Very practical tips on networking and relational marketing.

- **Bono in Conversation w/**

[michkaASSAYAS] - Cool dude who gets it. :) I think the music industry is a good industry to follow.

- **All Marketers are Liars**

[sethGODIN] - Learning that marketing is about telling a story and then living that story. What "lie" are you living?

- **Creating Customer Evangelists**

[McConnell and Huba] - Encouraging Word-of-Mouth and "Word-of-Mouse" and developing a following through customer involvement are the keys to success in the new marketplace.

- **Anatomy of Buzz**

[emanuelROSEN] - Brilliant insights into Word-of-Mouth and network based marketing.

- **Naked Conversations**

[Scoble and Israel] - Who, What, Where, When and Why to BLOG!

- **Brand Warfare**

[davidD'ALESSANDRO] - Brands win. Get one - FAST!

- **The Long Tail**

[chrisANDERSON] - The democratization of production and distribution has turned the U.S. into a "Niche Nation" That means people are now "selling less of more" - very important concept for those interested in digital retail!

- **Citizen Marketers**

[McConnell and Huba] - Understanding social media and the power that the everyday person has to affect change and influence culture is viciously important.

Read everything you can.  
Network with everyone you know.  
Give more than you can afford.  
Grow to reach your potential.

...and I guarantee you a life better than you could have imagined!

God bless! DJ

