



## Books on Word-of-Mouth Marketing (WOMM)

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By date of release:

***Linchpin: Are You Indispensable?*** by Seth Godin (2010)

***Tribes: We Need You To Lead Us*** by Seth Godin (2008)

***Citizen Marketers: When People Are the Message***  
by Ben McConnell and Jackie Huba (2007)

***Word of Mouth Marketing: How Smart Companies Get People Talking***  
by Andy Sernovitz (CEO of the Word of Mouth Marketing Association), Seth Godin, and Guy Kawaski (2006)

***The Hottest Ideas in Word of Mouth Advertising: What Works, What Doesn't, What's Fake, and Why*** by Godfrey Harris (2004)

***Purple Cow: Transform Your Business by Being Remarkable***  
by Seth Godin (2003)

***The Tipping Point: How Little Things Can Make a Big Difference***  
by Malcolm Gladwell (2002)

***The Anatomy of Buzz: How to Create Word of Mouth Marketing***  
by Emanuel Rosen (2002)

***Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*** by Ben McConnell, Jackie Huba, and Guy Kawasaki (2002)

***Unleashing the Ideavirus*** by Seth Godin and Malcolm Gladwell (2001)

***The Secrets of Word-of-Mouth Marketing: How to Trigger Exponential Sales Through Runaway Word of Mouth*** by George Silverman (2001)

***How to Generate Word of Mouth Advertising: 101 Easy and Inexpensive Ways to Promote Your Business*** by Godfrey Harris and Gregrey J. Harris (1995)

