



SUGGESTED READING LIST

The Brand Gap

By Marty Neumier

Publisher: New Riders

http://www.amazon.com/Brand-Gap-Revised-2nd/dp/0321348109/ref=pd_bbs_sr_1/103-0317259-6524656?ie=UTF8&s=books&qid=1173389372&sr=1-1

The Experience Economy -

By B. Joseph Pine, James H. Gilmore

Publisher: Harvard Business School Press

http://www.amazon.com/Experience-Economy-Theater-Every-Business/dp/0875848192/ref=pd_bbs_sr_1/103-0317259-6524656?ie=UTF8&s=books&qid=1173389302&sr=8-1

Emotional Branding

By Marc Gobe

Publisher: Allworth Press

http://www.amazon.com/Emotional-Branding-Paradigm-Connecting-Brands/dp/1581150784/ref=pd_bbs_sr_1/103-0317259-6524656?ie=UTF8&s=books&qid=1173389439&sr=1-1

Branding for Nonprofits

By DK Holland

Publisher: Allworth Press

<http://www.amazon.com/Branding-Nonprofits-DK-Holland/dp/1581154348>