

References & Recommended Reading List

Brodie, Ian (2013) *Email Persuasion: Captivate and Engage Your Audience, Build Authority and Generate More Sales with Email Marketing*

Holiday, Ryan (2014) *Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising*

Krauss, Michael D. (2013) *Smart Prospecting That Works Every Time! Win More Clients with Fewer Cold Calls*

Ramos, Rick (2013) *Content Marketing: Insider's Secret to Online Sales & Lead Generation*

Scott, David T. (2013) *The New Rules of Lead Generation: Proven Strategies to Maximize Marketing ROI*

Smit, David (2014) *Lead Generation for Professional Service Firms: Proven Marketing Strategies to Double Your Business*