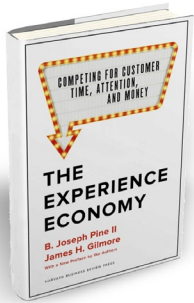




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20 top experience management books to read in 2020

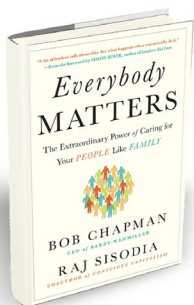
Need a shortlist of recent must reads to move your experience management programs forward? We've got you covered. Our team of industry thought leaders hand-selected essential titles—these are 20 of their top picks updated for 2020. Happy reading!



1 **The Experience Economy: Competing for Customer Time, Attention, and Money**

By B. Joseph Pine II and James H. Gilmore

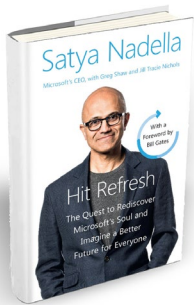
The first book to put a name on the economic phenomenon of customers seeking out experiences, not goods and services, The Experience Economy is back and updated. Explore the arguments behind their theory and see how you can use experiences to form stronger connections with your customers.



2 **Everybody Matters: The Extraordinary Power of Caring for Your People Like Family**

By Bob Chapman

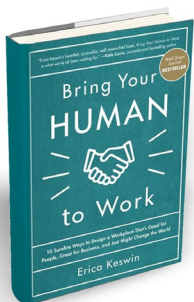
This book is full to the brim with practical lessons that you can apply to your organization, as well as Chapman's own personal transformation tales as he developed and strived as a leader. Ideal if you want to be inspired and equipped with tangible actions to build an exceptional company.



3 **Hit Refresh: The Quest to Rediscover Microsoft's Soul and Imagine a Better Future for Everyone**

By Satya Nadella

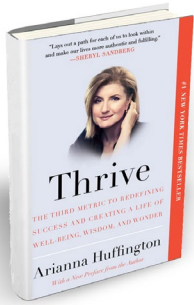
Microsoft's CEO tells the inside story of the company's continuing transformation, tracing his own personal journey from a childhood in India to leading some of the most significant technological changes in the digital era. *Hit Refresh* is a set of reflections, meditations, and recommendations – perfect for leaders searching for guidance on how to improve. “Ideas excite me,” says Satya. “Empathy grounds and centers me.”



4 **Bring Your Human to Work: 10 Surefire Ways to Design a Workplace That Is Good for People, Great for Business, and Just Might Change the World**

By Erica Keswin

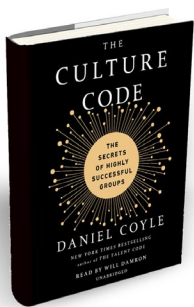
This book reminds us that despite the digital age we live in, we can't forget about the value of real, human connections. Erica gives us helpful insights and ideas to inspire HR professionals to build meaningful relationships with people at work. She also shares engaging, true stories about companies that have succeeded at putting people first in business.



5 Thrive: The Third Metric to Redefining Success and Creating a Happier Life

By Arianna Huffington

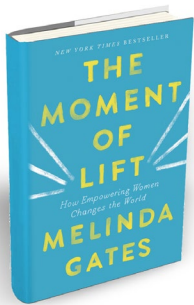
In *Thrive*, Arianna Huffington, the co-founder and editor-in-chief of the Huffington Post and one of the most influential women in the world, has written a passionate call to arms, looking to redefine what it means to be successful in today's world. She likens our drive for money and power to two legs of a three-legged stool, and says we're missing a crucial third metric: thriving.



6 The Culture Code: The Secrets of Highly Successful Groups

By Daniel Coyle

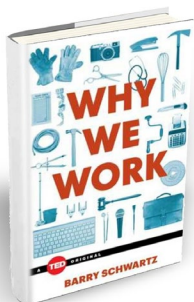
Where does great culture come from? How do you build and sustain it in your group, or strengthen a culture that needs fixing? *New York Times* bestselling author of *The Talent Code* unlocks the secrets of highly successful organizations in this thought-provoking book, and provides tomorrow's leaders with the tools to build a cohesive, motivated culture.



7 The Moment of Lift: How Empowering Women Changes the World

By Melinda Gates

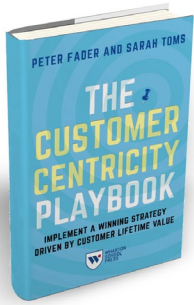
For the past twenty years, Melinda Gates has been on a mission to find solutions for people with the most urgent needs, wherever they live. Throughout this journey, one thing has become increasingly clear to her: If you want to lift a society up, you need to stop keeping women down. In this moving and compelling book, Melinda shares the stories of inspiring people she's met during her work and travels around the world and the lessons she's learned from them.



8 Why We Work

By Barry Schwartz

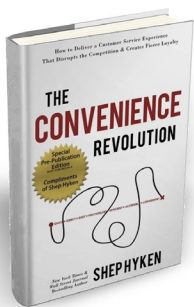
An eye-opening, groundbreaking tour of the purpose of work in our lives, showing how work operates in our culture and how you can find your own path to happiness in the workplace. This book explores why so many believe that the goal for working should be to earn money, how we arrived to believe that paying workers more leads to better work, and why this has made our society confused, unhappy, and has established a dangerously misguided system.



9 The Customer Centricity Playbook: Implement a Winning Strategy Driven by Customer Lifetime Value

By Peter Fader and Sarah E. Toms

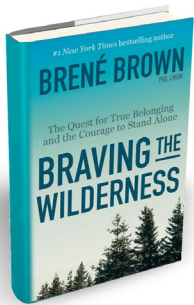
Wharton School professor Peter Fader and Wharton Interactive's executive director Sarah Toms offer up a 360° analysis of what makes companies customer-centric. Spoiler alert! It all comes down to one simple truth: not all customers are the same.



10 The Convenience Revolution: How to Deliver a Customer Service Experience that Disrupts the Competition and Creates Fierce Loyalty

By Shep Hyken

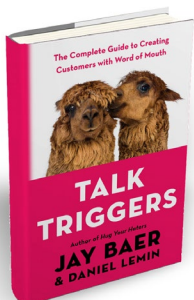
Thought the customer was king? Well, no – convenience is King, according to Shep Hyken. In *The Convenience Revolution*, he explores how you can use convenience as a powerful differentiator. The result? Customers who spend more and remain loyal.



11 Braving the Wilderness: The Quest for True Belonging and the Courage to Stand Alone

By Brené Brown

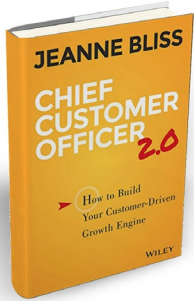
Our 2020 X4 Summit speaker, Brené Brown, has written an extraordinary book that's well deserving of its *New York Times* bestseller status. This book is for anyone who's felt like an outsider, or has struggled to find meaning in their lives. Brené argues that we're experiencing a spiritual crisis of disconnection, and introduces four practices of true belonging that challenge everything we believe about ourselves and each other.



12 Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth

By Jay Baer

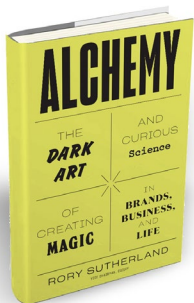
Keynote speakers and best-selling authors Jay Baer and Daniel Lemin team up to look at how to create customer conversations. After all, if you're not having conversations with customers, it's almost impossible to know how you can meet their expectations.



13 Chief Customer Officer 2.0: How to Build Your Customer-Driven Growth Engine

By Jeanne Bliss

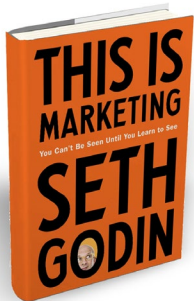
Jeanne Bliss coaches c-suite execs around the world on customer experience, and in her latest book she expands on her successful 5-competency model. Explore everything from how to honor your customers (not just serve them) to how to drive accountability at the highest levels of the organization with practical tips, guides and 'recipe cards' for success.



14 Alchemy: The Dark Art and Curious Science of Creating Magic in Brands, Business, and Life

By Rory Sutherland

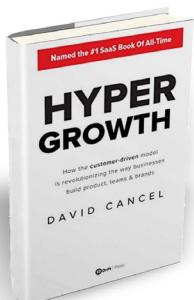
Rory Sutherland has been described as one of the leading minds in the world of branding (NPR) based on his work at Ogilvy. In Alchemy, Sutherland helps any leader "strike gold" with insights on consumer behavior from unexpected places. We also like Sutherland's broad perspective on branding and how it can make the world a better place.



15 This Is Marketing: You Can't Be Seen Until You Learn to See

By Seth Godin

Seth Godin's New York Times bestseller is an instant classic, starting with the simple foundation that marketing should always be a service to help customers. Godin walks through the power of defining who your target market is (and most importantly, who is not), positioning, why many traditional approaches no longer work and other practical advice. The audiobook is also great, narrated by Godin himself.



16 HYPERGROWTH: How the Customer-Driven Model Is Revolutionizing the Way Businesses Build Products, Teams, & Brands

By David Cancel

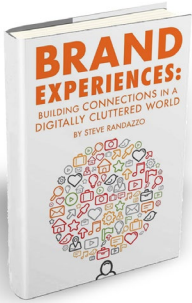
While most marketing books focus on communication, Hypergrowth helps you listen to become more customer-driven. Cancel is a 5x CEO with a natural bent for product development, but Hypergrowth has equally valuable insights for marketers, helping you create feedback loops and be servant leaders for customers.



17 The Infinite Game

By Simon Sinek

The Infinite Game is the latest book from Simon Sinek, who is well known for his New York Times Best Sellers and one of the top 5 most-watched TED talks. His basic concept that life is an infinite game (and thus cannot be “won” or “lost”) is simple, but the thought-provoking ideas will help you commit to a longer-term vision & build a more inspiring organization, both for your people and for your customers.



18 Brand Experiences: Building Connections in a Digitally Cluttered World

By Steve Randazzo

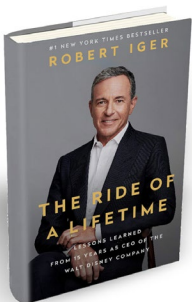
Randazzo has helped companies from Walt Disney to Tractor Supply Company stand out from the crowd with experiential marketing. In Brand Experiences, he offers ideas for “engaging, emotionally stimulating experiences” that help build deeper, longer-lasting customer connections. Randazzo has a fun, easy to read style with practical, real-life examples for any marketer.



19 The Seventh Level: Transform Your Business Through Meaningful Engagement with Your Customers and Employees

By Amanda Slavin

The Seventh Level focuses on how to connect with both your customers and your employees by being more authentic in your messaging and mission. She helps go from “Disengagement” to “Literate Thinking” when “your audience’s values and beliefs line up with your message.” Slavin’s worked with brands like Coca-Cola, Google and HubSpot, improving the bottom line as well as the company culture.



20 The Ride of a Lifetime: Lessons Learned from 15 Years as CEO of the Walt Disney Company

By Robert Iger

Disney closed out 2019 with 7 billion dollar movies. In “The Ride of a Lifetime,” Iger distills the lessons from his 15 years reinventing Disney in the competitively, changing media industry. Iger’s principles for leadership are backed up with examples that have reshaped media, expanded Disney’s audience, and increased the company’s value 5x.

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