

The Content Strategist's Reading List

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Book title	Author	US link	UK link
<i>Accessibility for Everyone</i>	Laura Kalbag	https://amzn.to/2MG0ngT	http://bit.ly/2ymlWp2
<i>Audience, Relevance, and Search: Targeting Web Audiences with Relevant Content</i>	James Mathewson, Frank Donatone, and Cynthia Fishel	https://amzn.to/2liDG5R	https://amzn.to/2M37YVu
<i>Content Audits and Inventories: A Handbook</i>	Paula Ladenburg Land	https://amzn.to/2JQwjRO	https://amzn.to/2Mlmp8W
<i>Content Critical: Gaining Competitive Advantage Through High-Quality Web Content</i>	Gerry McGovern and Rob Norton	https://amzn.to/2t60fiv	https://amzn.to/2Mc4OyO
<i>Content Design</i>	Sarah Richards	https://amzn.to/2lhZnD3	https://amzn.to/2JYhRXQ
<i>Content Everywhere: Strategy and Structure for Future-Ready Content</i>	Sara Wachter-Boettcher	https://amzn.to/2tgARqv	https://amzn.to/2JX0aYH
<i>Content Management Bible</i>	Bob Boiko	https://amzn.to/2JPUuQh	https://amzn.to/2K8Jx8K
<i>Content Strategy at Work: Real-World Stories to Strengthen Every Interactive Project</i>	Margot Bloomstein	https://amzn.to/2JODA4B	https://amzn.to/2lmpHMa
<i>Content Strategy for Mobile</i>	Karen McGrane	https://amzn.to/2JZQF70	https://amzn.to/2K6dvdc
<i>Content Strategy for the Web</i>	Kristina Halvorson and Melissa Rach	https://amzn.to/2yzdm0y	https://amzn.to/2lclzYf
<i>Content Strategy: Connecting the Dots Between Business, Brand, and Benefits</i>	Rahel Anne Bailie and Noz Urbina	https://amzn.to/2MJwGvi	https://amzn.to/2lsCYDj
<i>Conversational Design</i>	Erika Hall	https://amzn.to/2lo996y	https://amzn.to/2MlloAmC
<i>Creativity, Inc.: Overcoming the Unseen Forces That Stand in the Way of True Inspiration</i>	Ed Catmull and Amy Wallace	https://amzn.to/2ll4aUj	https://amzn.to/2M69iH2
<i>Designing Connected Content: Plan and Model Digital Products for Today and Tomorrow</i>	Mike Atherton and Carrie Hane	https://amzn.to/2tcs0py	https://amzn.to/2JY6YFG

<i>Designing for the Digital Age: How to Create Human-Centered Products and Services</i>	Kim Goodwin	https://amzn.to/2JQJbau	https://amzn.to/2lnCq1i
<i>Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability</i>	Steve Krug	https://amzn.to/2M9P3si	https://amzn.to/2la2Kff
<i>Enterprise Content Strategy: A Project Guide</i>	Kevin Nichols	https://amzn.to/2MJxyQH	https://amzn.to/2thr7vO
<i>Every Page is Page One: Topic-Based Writing for Technical Communication and the Web</i>	Mark Baker	https://amzn.to/2K1BwID	https://amzn.to/2yv90rk
<i>Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content</i>	Ann Handley	https://amzn.to/2teOAxH	https://amzn.to/2M7Vdce
<i>Global Content Strategy: A Primer</i>	Val Swisher	https://amzn.to/2MaHQbr	https://amzn.to/2Mb7nRT
<i>How to Make Sense of Any Mess: Information Architecture for Everybody</i>	Abby Covert	https://amzn.to/2tf0840	https://amzn.to/2MLSuXi
<i>Information Architecture for the World Wide Web: Designing Large-Scale Websites</i>	Peter Morville and Louis Rosenfeld	https://amzn.to/2K80PG8	https://amzn.to/2lp9syd
<i>Interviewing Users: How to Uncover Compelling Insights</i>	Steve Portigal	https://amzn.to/2MD1LRn	https://amzn.to/2MJOXZn
<i>Just Enough Research</i>	Erika Hall	https://amzn.to/2MJZL9Y	https://amzn.to/2lqFVUS
<i>Killer Web Content: Make the Sale, Deliver the Service, Build the Brand</i>	Gerry McGovern	https://amzn.to/2KaUTMz	https://amzn.to/2M7kqUj
<i>Learning Everywhere: How Mobile Content Strategies are Transforming Training</i>	Chad Udell	https://amzn.to/2JYgBEs	https://amzn.to/2JWVlcr
<i>Letting Go of the Words: Writing Web Content That Works</i>	Janice (Ginny) Redish	https://amzn.to/2M9RE5w	https://amzn.to/2K5Rcb7
<i>Liminal Thinking: Create the Change You Want by Changing the Way You Think</i>	Dave Gray	https://amzn.to/2tfbtRJ	https://amzn.to/2lp80ff
<i>Managing Chaos: Digital Governance by Design</i>	Lisa Welchman	https://amzn.to/2MLvHdQ	https://amzn.to/2l9ZOZf
<i>Managing Enterprise Content: A Unified Content Strategy</i>	Ann Rockley	https://amzn.to/2MJbgi2	https://amzn.to/2Mc6Kra
<i>Mental Models: Aligning Design Strategy with Human Behavior</i>	Indi Young	https://amzn.to/2teJp0Y	https://amzn.to/2lq0hgK

<i>Metadata Basics for Web Content: The Unification of Structured Data and Content</i>	Michael C. Andrews	https://amzn.to/2td8rgS	https://amzn.to/2K7dk4F
<i>Nicely Said: Writing for the Web with Style and Purpose</i>	Nicole Fenton and Kate Kiefer Lee	https://amzn.to/2K5dKpd	https://amzn.to/2lqEm9s
<i>On Change Management (HBR's 10 Must Reads series)</i>	Harvard Business Review, John P. Kotter, W. Chan Kim, and Renée A. Mauborgne	https://amzn.to/2JTXQSz	https://amzn.to/2Mc5nZy
<i>On Strategy (HBR's 10 Must Reads series)</i>	Harvard Business Review, Michael E. Porter, W. Chan Kim, and Renée A. Mauborgne	https://amzn.to/2ysZbdH	https://amzn.to/2tcmy6b
<i>Outside-In Marketing: Using Big Data to Guide Your Content Marketing</i>	James Mathewson and Mike Moran	https://amzn.to/2tpKUbr	https://amzn.to/2lokfZi
<i>Planning for Everything: The Design of Paths and Goals</i>	Peter Morville	https://amzn.to/2ysFVwG	https://amzn.to/2K6Qwij
<i>Show and Tell: How Everybody Can Make Extraordinary Presentations</i>	Dan Roam	https://amzn.to/2KbThSY	https://amzn.to/2JUOxS1
<i>Simple and Usable Web, Mobile, and Interaction Design</i>	Giles Colborne	https://amzn.to/2teRKlf	https://amzn.to/2MKAz35
<i>Storytelling for User Experience: Crafting Stories for Better Design</i>	Whitney Quesenbery and Kevin Brooks	https://amzn.to/2K7JKfl	https://amzn.to/2K4re4d
<i>Technically Wrong: Sexist Apps, Biased Algorithms, and Other Threats of Toxic Tech</i>	Sara Wachter-Boettcher	https://amzn.to/2MJCghl	https://amzn.to/2tfjTso
<i>The Accidental Taxonomist</i>	Heather Hedden	https://amzn.to/2JVzoQH	https://amzn.to/2JZb4Ny
<i>The Content Strategy Toolkit: Methods, Guidelines, and Templates for Getting Content Right</i>	Meghan Casey	https://amzn.to/2yziJ3Y	https://amzn.to/2tclTSf

<i>The Content Trap: A Strategist's Guide to Digital Change</i>	Bharat Anand	https://amzn.to/2yqRmFp	https://amzn.to/2JUMYn7
<i>The Design of Everyday Things</i>	Don Norman	https://amzn.to/2MK3gO6	https://amzn.to/2tiq9zz
<i>The Digital Crown: Winning at Content on the Web</i>	Ahava Leibtag	https://amzn.to/2ysvhWT	https://amzn.to/2lpMpDt
<i>The Elements of Content Strategy</i>	Erin Kissane	https://amzn.to/2K7Kzor	https://amzn.to/2Ma82Tm
<i>The Elements of Style</i>	William Strunk, Jr., and E.B. White	https://amzn.to/2l6zSOD	https://amzn.to/2trS9A6
<i>The Elements of User Experience: User-Centered Design for the Web and Beyond</i>	Jesse James Garrett	https://amzn.to/2MI5Tzt	https://amzn.to/2tt3M9R
<i>The Language of Content Strategy</i>	Scott Abel and Rahel Anne Bailie	https://amzn.to/2tpP1EP	https://amzn.to/2MMY8ln
<i>The Stranger's Long Neck: How to Deliver What Your Customers Really Want Online</i>	Gerry McGovern	https://amzn.to/2K0zjHj	https://amzn.to/2t9Taxp
<i>The User Experience Team of One: A Research and Design Survival Guide</i>	Leah Buley	https://amzn.to/2K4iJX2	https://amzn.to/2Ka4GIS
<i>The User's Journey: Storymapping Products That People Love</i>	Donna Lichaw and Eva-Lotta Lamm (Illustrator)	https://amzn.to/2MFLaMC	https://amzn.to/2JVNPnN
<i>This Means This, That Means That: A User's Guide to Semiotics</i>	Sean Hall	https://amzn.to/2yqSgBN	https://amzn.to/2tc6dP0
<i>Understanding Comics: The Invisible Art</i>	Scott McCloud	https://amzn.to/2tqI3iZ	https://amzn.to/2tqMnP5
<i>Understanding Context: Environment, Language, and Information Architecture</i>	Andrew Hinton	https://amzn.to/2ysV2Gr	https://amzn.to/2K48F3w
<i>Web Content Management: Systems, Features, and Best Practices</i>	Deane Barker	https://amzn.to/2M8hjeD	https://amzn.to/2Ka4ras