**Jason Hoenich’s Top Ten Books to Read**

1. Start With Why - Simon Sinek
2. Made to Stick - Chip and Dan Heath
3. Nudge - Richard Thaler and Cass Sunstein
4. Switch - Chip and Dan Heath
5. Thinking, Fast and Slow - Daniel Kahneman
6. Captivology - Ben Parr
7. Blink - Malcom Gladwell
8. The Power of Habit - Charles Duhigg
9. Sway - Ori and Rom Brafman
10. Invisible Influence - Jonah Berger

**Jason’s Favorite Podcasts**

1. Brainfluence with Roger Dooley
2. Hidden Brain with Shankar Vedantam
3. The Human Factor - Jenny Radcliffe
4. Marketing Speak - Stephan Spencer *(this is a bit marketing heavy, but there are some gems in there)*