

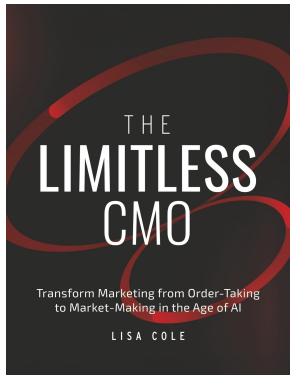
BOOKS I KEEP RETURNING TO



Some of these show up in the pages of The Big Bold CMO. All of them shaped the thinking behind it. They are not the only books worth reading. They are the ones I keep going back to.

Curated by Matthew S. Gosselin

Author of The Big Bold CMO: The Leadership Reset AI Demands



01 / FURTHER READING

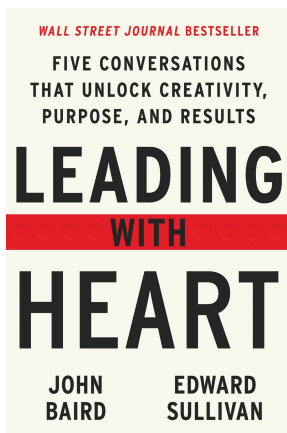
The Limitless CMO

Lisa Cole · 2026

The most operationally specific playbook I've read for redesigning marketing in the AI era. Read it for the how.

VIEW ON AMAZON

amazon.com/dp/B06P5SZQ4B



02 / SHAPED MY THINKING

Leading with Heart

John Baird & Edward Sullivan · 2022

The best leaders don't reach for hacks. They ask better questions. Five conversations that put the human back at the center of leadership.

VIEW ON AMAZON

amazon.com/dp/0063052938

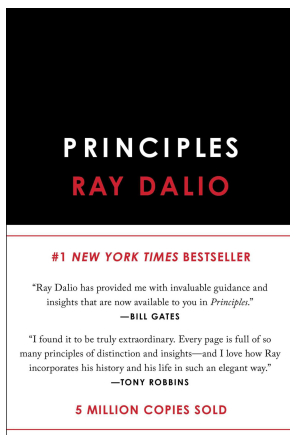


03 / CHAPTER 12

2084: Artificial Intelligence and the Future of Humanity

John Lennox · 2020

The clearest moral examination of AI I've read. A human being is more than data and computation — and that is the line no CMO should give up.

VIEW ON AMAZONamazon.com/dp/0310109566

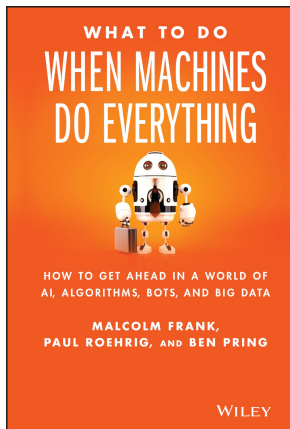
04 / CHAPTER 11

Principles: Life and Work

Ray Dalio · 2017

A near-collapse turned into decades of decision rules running as software. The intellectual scaffolding for how a CMO builds judgment into a system.

VIEW ON AMAZONamazon.com/dp/1501124021

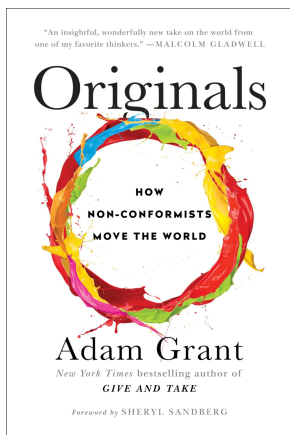


05 / SHAPED MY THINKING

What To Do When Machines Do Everything

Malcolm Frank, Paul Roehrig & Ben Pring · 2017

Written years before the AI Awakening, and it still reads like a field manual. The question was never whether the machines would arrive. It's what leaders do when they do.

VIEW ON AMAZONamazon.com/dp/111927866X

06 / SHAPED MY THINKING

Originals: How Non-Conformists Move the World

Adam Grant · 2016

The evidence behind the people who create from conviction instead of optimizing for credit. The closest thing I've found to a research case for the originalist.

VIEW ON AMAZONamazon.com/dp/0525429565



07 / CHAPTER 11

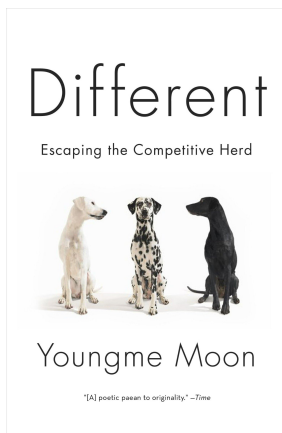
Good Strategy / Bad Strategy

Richard Rumelt · 2011

Diagnosis, guiding policy, coherent action. The clearest line I know between real strategy and a slogan.

VIEW ON AMAZON

amazon.com/dp/0307886239



08 / PREFACE

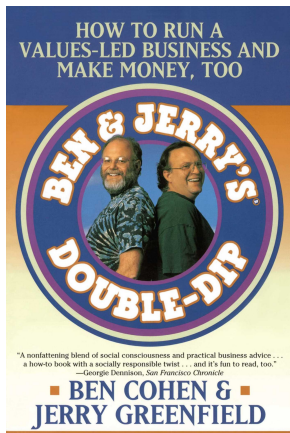
Different: Escaping the Competitive Herd

Youngme Moon · 2010

The book that convinced me to build on my strengths instead of raising my weaknesses to average. Still the best case I know against following the herd.

VIEW ON AMAZON

amazon.com/dp/030746086X



09 / PREFACE

Ben & Jerry's Double-Dip

Ben Cohen & Jerry Greenfield · 1997

Signed, carried into every house I've lived in for a quarter century, and on the shelf behind me on every video call. Values-led business before it was fashionable.

VIEW ON AMAZON

amazon.com/dp/0684838559