



RECOMMENDED **READING LIST**

don't worry, there won't be a quiz

brooketully

ENJOY!

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This recommended reading list represents my top resources for staying informed about behavioral science research, marketing strategies and approaches, innovations for the environment and social change, and beyond. It is, in no way, exhaustive.

If you feel there's a resource I need to have on my radar, then [drop me a line](#) and I'll have a look.

BOOKS TO READ

SWITCH: HOW TO CHANGE THINGS WHEN CHANGE IS HARD by CHIP HEATH and DAN HEATH

A very accessible and insightful book that uses real stories to demonstrate how we can change behaviors. A must read.

HERD: HOW TO CHANGE MASS BEHAVIOUR BY HARNESSING OUR TRUE NATURE by MARK EARLS

Focuses on the social aspect of our nature (a.k.a. we do things because other people do them) and how we can mobilize action among groups.

CHANGEOLOGY: HOW TO ENABLE GROUPS, COMMUNITIES AND SOCIETIES TO DO THINGS THEY'VE NEVER DONE BEFORE by LES ROBINSON

Takes lessons learned from behavior change programs and identifies how we can better understand audiences to create action.

NUDGE: IMPROVING DECISIONS ABOUT HEALTH, WEALTH, AND HAPPINESS by RICHARD H. THALER and CASS R. SUNSTEIN

An important primer on behavioral economics and the role nudges can play in helping people make better decisions.

THE BUSINESS OF CHOICE by MATTHEW WILCOX

Bridges together choice architecture and marketing to better understand audiences' decisions and how to reach them.

SCARCITY by SENDHIL MULLAINATHAN and ELDAR SHAFIR

Presents really important considerations on how we make decisions when we "have less" and how we can factor that into our programs.

SOCIAL MARKETING TO PROTECT THE ENVIRONMENT: WHAT WORKS by DOUG MCKENZIE-MOHR, P. WESLEY SCHULTZ, NANCY R. LEE, PHILIP KOTLER
A helpful collection of behavior change campaign case studies, all focused on environmental issues, with a review of why they worked.

THE CULTING OF BRANDS: WHEN CUSTOMERS BECOME TRUE BELIEVERS by DOUGLAS ATKIN

An intriguing exploration of brand fanatics to showcase how "belonging" and "identity" can be powerful motivators.

THE TIPPING POINT by MALCOLM GLADWELL

Looks at how ideas and norms spread throughout communities with the help of connectors, stickiness and the power of context.

Anything by BARBARA KINGSOLVER

If you love nature and fiction, then you'll love anything she writes.

THE RAP YEAR BOOK by SHEA SERRANO

These are also important things to know.

NEWSLETTERS TO SUBSCRIBE TO

My favorite newsletters that include articles and insights on the latest behavioral science research, marketing methods for reaching audiences, behavior change campaign examples, global consumer trends, and more.

Note: clicking on the titles will direct you to their websites to sign-up.

BROOKE'S2CENTS

If you're reading this, then you must sign up for my newsletter! You even get a free guidebook on creating a conservation movement when you join.

FAST COMPANY

This business magazine focuses a lot on sustainability and innovations in the social good space. I always find it informative.

CLASSY

Classy focuses on impactful fundraising & social media techniques for nonprofit organizations. It's a great resource for all causes.

THINK WITH GOOGLE

Google shares engaging consumer behavior insights based on their online search and YouTube data with tips on how trends will impact sectors.

HABIT WEEKLY

Samuel Salzer's weekly newsletter on behavioral design concepts is always packed with great content, resources and emojis.

FUN, EASY, POPULAR BLOG

Marketing for Change's feature blog site focuses on designing marketing plans for behavior change - always witty, fun, and insightful.

PEOPLE SCIENCE

Creatively written and full of behavioral "nuggets" to help understand ourselves and the world around us.

WUNDERMAN THOMPSON INTELLIGENCE

A futures think-tank and innovation unit in the advertising sector, these newsletters always contain detailed trend and culture reports.

TRENDWATCHING

If you want some daily inspiration, then subscribe to Trendwatching's Innovation of the Day emails to see the creative ideas emerging across the globe.

The Center for Advanced Hindsight [@advncdhindsight](#)

The CAH is @danariely's research group at @DukeU. Making people happier, healthier, and wealthier with behavioral science, at home and abroad.

SCB SSWG [@SCB_SSWG](#) & **ConsMark** [@SCBConsMark](#)

Society for Conservation Biology's working groups on Social Science and Conservation Marketing. Lots of articles and information sharing.

charity:water [@charitywater](#)

A "must-follow" to watch well-crafted engagement approaches that motivate audiences to support their clean & safe drinking water programs.

Conservation X Labs [@conservationx](#)

Bridging together innovation and technology for conservation solutions. Great to follow for ideas and opportunities.

Adweek [@Adweek](#)

The leading source for news, insight and community for marketers, media and agencies.

Merriam-Webster [@MerriamWebster](#)
& **Dictionary.com** [@Dictionarycom](#)

Best-in-class examples on keeping established brands relevant and engaging, plus leaders in how to throw shade in a classy manner.

Root Solutions [@Root_Solutions](#)

Using behavior design, decision science & nudges to promote green behaviors & policy.

Pew Research Center [@pewresearch](#)

In need of graphs, charts and data on what's going on with global audiences right now? Then keep your eyes glued to this account.

Katie Patrick [@katiepatrick](#)

An environmental engineer & software designer, Katie explores creative ways of using gamification and fitbit-style feedback to save the planet.

ACCOUNTS TO FOLLOW

A selection of accounts I follow to get the latest and greatest news across multiple sectors.

Twitter handles are included and linked, but you can find nearly every company on your preferred platform.

Note: I did not include accounts from the book authors, newsletter writers or podcasters in the other lists, but they all have social media accounts you can follow, too!

ARTICLES & PAPERS

It's impossible to include everything here. This list features the papers and articles I find myself reading and referencing repeatedly.

- **The future of purpose:** Three trends fueling the search for more ethical and sustainable consumerism; published by [Trendwatching](#).
- **How protests become successful social movements;** published by Greg Satell and Srdja Popovic in [Harvard Business Review](#).
- **2020 Edelman Trust Barometer Global Report;** published by [Edelman](#).
- **Changing behaviors may be easier when people see norms changing;** published by [Stanford News](#).
- **What's the deal with the food at T.J. Maxx?;** published in [Bon Appétit](#).
- **Why do we give?;** published in [Chicago Booth Review](#).
- **How conservation initiatives go to scale;** published in [Nature Sustainability](#).
- **Stop raising awareness already;** published in [Stanford Social Innovation Review](#).
- **"Why don't we ask people what they want?";** published in [Johns Hopkins Center for Communication Programs](#)
- **Experimental evidence for tipping points in social convention;** published in [Science](#).

Hidden Brain *by NPR*

The first podcast I started listening to! Shankar Vedantam is a master of storytelling and interviewing. It's all about understanding human behavior.

The Insatiable Appetite *by The Hartman Group, Inc.*

Hartman Group covers all trends related to food, including sustainability, organic and local aspects. Their podcasts are also bite-sized and sweet.

Knowledge@Wharton

A wealth of information on social impact, innovation, marketing, business and more. Most episodes have accompanying article formats on their site.

It's All Just a Bunch of BS *by Nick Hobson*

An interview-based podcast that explores how behavior change insights are being applied in the real world. Covers all angles of behavior change.

Woke & Confused

Struggles we can all relate to! The more we know about what we should be doing to protect the planet, the more confusing it can get. Sort through the challenges with Jess and Livvy on this fun podcast.

Planner Parley *by Truth Collective*

Although it's focused on the ad industry, there's much to learn about collecting audience insights and turning them into impactful creative strategies.

Social Media Marketing *by Michael Stelzner*

Social media is a great way to reach most audience segments, yet can be challenging to know how to maximize reach and impact. This podcast can help get you on the right track.

PODCASTS TO PERUSE

I'm still relatively new to the world of podcast listening, so this list is brief (but growing!)

Find these series on your preferred podcast platform.