

Suka's reading list

We're always on the hunt for great reads. Here's a taste of some of our current recommendations.

Susan Karlin, Founder + President

As our founder and president, Sue exemplifies outstanding leadership. She is constantly reading and learning about leadership and team development.

[Simple: Conquering the Crisis of Complexity](#) by Alan Siegel and Irene Etzkorn

[The Servant: A Simple Story About the True Essence of Leadership](#) by James C. Hunter

[Lean In](#) by Sheryl Sandberg

[Drive](#) by Daniel H. Pink

[Knowing Your Value](#) by Mika Brezinski

[Obsessed](#) by Mika Brezinski

[Sum It Up](#) by Pat Summitt

Bruce Grover, Managing Director + Strategy Lead

As our lead strategist, Bruce is always looking for ways to reduce the clutter, simplify and get to the essence of messaging and design.

[Simple: Conquering the Crisis of Complexity](#) by Alan Siegel and Irene Etzkorn

[The Servant: A Simple Story About the True Essence of Leadership](#) by James C. Hunter

[Content Strategy for the Web, 2nd Edition](#) by Kristina Halvorson and Melissa Rach

[Don't Make Me Think: A Common Sense Approach to Web Usability](#) by Steve Krug

[The Laws of Simplicity](#) by John Maeda

Esteban Pérez-Hemminger, Interactive Design Lead

Esteban leads our web design projects. Always trying to get in front of trends, he's been really interested in what content and web design becomes in a mobile era.

[The Elements of Content Strategy](#) by Erin Kissane

[Implementing Responsive Design](#) by Tim Kadlec and Aaron Gustafson

[Designing for Emotion](#) by Aarron Walter

[Mobile First](#) by Luke Wroblewski

[Prototyping: A Practitioner's Guide](#) by Todd Zaki Warfel

[Above the Fold](#) by Brian Miller

Margot Lowenstein Simmons, Manager, Client Services

In addition to working directly with clients, Margot manages our social media. And, when she's not at work, she loves getting into a great work of fiction.

[The Science of Marketing: When to Tweet, What to Post, How to Blog, and Other Proven Strategies](#) by Dan Zarrella

[And the Mountains Echoed](#) by Khaled Hosseini

This list will keep growing as we look for new material that challenges, motivates and fuels our daily work and lives. Check back often to see our latest recommendations. ///

Suka is an award-winning strategic marketing and design firm based in New York City. A thought leader in corporate branding and design for over 20 years, the Suka team has engaged clients in longtime partnerships to deliver annual reports and interactive solutions for a wide range of industries, including Fortune 100 companies, financial firms, nonprofit organizations, and institutions of higher education. For more information about Suka Creative, please visit www.sukacreative.com or contact Susan Karlin, President, at skarlin@sukacreative.com or 212-219-0082, ext. 123.

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