

## 20 24 2009 - Saying What Matters + 5 Sites to Visit & 3 Books to Read

I don't write a blog post every day for the simple reason that I don't have something that's truly inspiring, relevant, and unique to say every day. I think it's far more important to write what's important than to simply write something as often as possible.

When I'm not writing, I spend a lot of time reading others' blogs in my continued efforts to further explore the world and discover the power of design, psychology, neuroscience, marketing, and more. Here are just a few of the places I hit with my browser's RSS reader each day:

1. Seth Godin's Blog
2. Notcot
3. Neuromarketing Blog
4. Below The Clouds (It's in Swedish, but they have a translate button that works quite well)
5. Wired

Of course, aside from the web, I also spend a lot of time at one of the fifty Starbucks in the city reading books about the very same topics. Here's a quick list of three of my recent favorites:

1. Buyology by Martin Lindstrom
2. Tribes by Seth Godin
3. Outliers by Malcolm Gladwell