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journalist, tech entrepreneurImage credit: UnsplashNowadays, in an era of information overload, it can still be difficult to find practical advice for use in building a business or a product. Real books and ebooks can become a great source of insight, real life experience to review and analyze, a coach help avoid typical mistakes. Here is the list of such books dedicated to online marketing that any industry professional or entrepreneur should read in 2020.1. Content Marketing For Traffic and sales of Daniel Daines-HuttDaniel Daines-Hutt's Content Marketing for Traffic and Sales is perfect for any marketer who feels that their content doesn't do what it should. It's ideal for you if you feel your content is missing something and you're not sure why? Everyone else tells you to write more often, but you go crazy for all the work and small results. Daines-Hutt shows you what content will change things for you, and then tells you how to get the most out of this content.2. Theory and practice. The Ultimate Guide To Online Content Marketing by Aleksandr LashkovThis book is intended to help you solve practical marketing tasks. Alex Lashkov runs his own content marketing agency in Miami, and has worked with dozens of tech start-ups over the past decade. A technology industry expert, he has a wealth of experience in helping technology companies talk to people using a language that people can understand. This guide focuses on the practical problems faced by each content creator in their day-to-day work. It is a training area that gives you knowledge about the types of modern content and the tactics that can help drive outreach and engagement. All statements are supported by real case studies.3. The Lead Machine The Small Business Guide to Digital Marketing by Rich BrooksRich Brooks describes the critical aspects of modern digital marketing and shows you how to expand them and grow your business. He talks about the different strategies you can use to get visitors to your site and how you can make sure they return. The complexity of some elements of digital marketing is simplified, and readers are presented with a book that simplifies what to do. The book provides a step-by-step guide to growing your online business that is perfect for marketers and entrepreneurs in any niche.4. Hooked: How to build habit-shaping products by Nir EyalNir Eyal is an expert in behavioral design, and the book is the result of his ten years of research. Eyal helps you not understand how to get people to buy your product, but to make it a habit to buy your product. Another significant fact about this book is that Product Hunt founder Ryan Hoover contributed to even more practical. The author outlines real methods used by modern companies to draw attention to and build a direct connection the product or service they sell. This book is a handy tool for running your company's retention metrics.5. Hacking Growth: How today's fastest growing companies Drive Breakout success of Sean Ellis and Morgan Brown Hacking Growth is a relatively new book, and more importantly, the ideas it contains are not repackaged from the good old stuff of Philip Kotler. Both writers have solid practical knowledge, especially since Ellis and Brown are pioneers in growth hacking. This book will give you practical insight into the many distribution models available. With it, you will get a real guide on how to implement growth hacking within your business.6. Data-driven artificial intelligence marketing: Leverage the power of Predictive Marketing and Machine AI for marketing by Magnus Unemyr, 2018This is a unique work by Magnus Unemyr. First, it features insight into applying AI to marketing, which Unemyr gained by interviewing business and marketing execs at companies that build top products. Secondly, it has perfectly structured content, as all products are divided into several categories. These categories include competitive intelligence, predictive pricing, ad strategy, e-commerce, content marketing, lead and customer acquisition, customer relationships, segmentation, and customer journeys. These categories allow you to understand how and what tools can help you solve specific tasks.7. The Choice Factory: 25 Behavioural Biases That influence what we buy from Richard ShottonBehavioral science explains what really motivates people, rather than what they claim motivates them. The selection factory shows how results from this strong field can easily be used for marketing. Shotton highlights the complexity of target selection and discusses how marketers should do it. Even if you're not a marketer, this book provides fascinating insights into consumerism and human behavior. It focuses on daily decisions and examines what drives us to make them, and therefore what makes us tick. What great marketing books worthy of reading do you know? Sign up for Hacker Noon Create your free account to unlock your custom reading experience. Yes, it is best to sleep in total darkness, but no one will judge you if you need a little night time light in (or nearby) your bedroom. Whether you're worried about stubbing your toe on your way to the bathroom, getting to bed without upsetting your already sleeping partner, or legitimately afraid of darkness, there are plenty of perfectly good reasons to have a night light. But because we know that too much light, or the wrong kind of light, can have a negative impact on your sleep and your body's ability to produce melatonin, it's important to get the right near light. With so many options to choose from, it will be difficult to narrow the field. We do some of the work for you, below, with our picks picks some of the best night night lights for your needs. Best Night Light PicksLooking for more info? Read on to see why each of these night lights landed in our top picks list! Top Picks DetailedBest night lights for kids: Boon Glo Night Light.Many night lights are designed with kids in mind, but we chose this one in part because its modern design makes it something your child doesn't have to grow out of. The funky, sculptural lights can be programmed to shine in a variety of colors, and the removable GLO balls emit a gentle green light for up to 30 minutes if removed from the base while still being cool to the touch - perfect for reading under cover or a late night bathroom break. The Boon Glo Night LightBest night light for infants/babies: Project Nursery Lion Sound Machine with Nightlight.This adorable lion can sit on any flat surface in your child's room and is powered by four AAA batteries or an included A/C adapter. Leonine night light provides enough lighting for a late night diaper shift or check-in, and its mane acts as a speaker through which a selection of songs or gentle white noise can be played. The controls are hidden at the back of the light for a more aesthetically pleasing appearance (and to make it harder for small hands to inadvertently change any settings), and include a sleep timer that can be set to 15, 30, 45 or 60 minutes. The Nursery Lion Sound Machine project with Nightlight from frontBest night light for seniors: Mr. Beams MB723 Stick-Anywhere Night Light.It can be dangerous for anyone walking around in the dark, but age-related vision and mobility problems make it particularly dangerous for seniors. Lights are a safety issue, but turning on all the lights for a trip to the bathroom or kitchen is not ideal. These AA battery-powered, low-profile LED lights can stick to almost any flat surface and only turn on when they detect movement. Put them on stairs, along your hallway, and on bump-outs or odd corners to avoid stubby toes and dangerous falls. Mr. Beams MB723 Stick-Anywhere Night LightBest nightlight for reading: SomniLight Rechargeable Amber Book Light.If you've ever noticed that reading before bed sometimes makes you feel more awake, it could be because of the light you use to read by. Many lamps and book lights have bright bluewhite bulbs, presumably to provide as much light as possible. But that kind of light can also have a negative impact on your sleep cycle. This orange-hued, double-armed, clip-on lamp will illuminate your book (or unlit e-reader), but won't confuse your melatonin production. You may find that you read fewer pages, but sleep better as a result. The SomniLight rechargeable Amber Book LightBest night light for times: iAvo Soft Red Glow LED Night Light.It's late. You have put your phone in downstairs and you are doing your best to light lights so you can ease yourself to sleep. But you still have to get to your bedroom without tripping up the stairs or tripping over the dog. These low-profile plug-in lights will guide you to your room with a gentle red glow that won't stimulate your brain in a state of wakefulness so you can fall asleep faster. GRDE Wall Mount Charger with Dusk for Dawn Sensor LED Night LightBest night light with auto shut-off: GRDE Wall Mount Charger with Dusk for Dawn Sensor LED Night Light.Et of the biggest problems with night lights is that they usually require an outlet that may be needed for something else. The GRDE wall mount charger has two sockets and a USB port on each side, plus the opening at the top gives you a place to give your phone a plug while it's plugged in. Even better: The dusk-to-dawn sensor of light means the light goes off when the sun rises (or other lights in a room are on), so you never have to worry about remembering to turn it off in the morning. GRDE Wall Mount Charger with Dusk for Dawn Sensor LED Night LightBest night light for bedroom: Windsor Seasons Handmade Natural Crystal Himalayan Salt Lamp with Neem Wood Base.The benefits of Himalayan salt lamps are many: they can help detoxify the air around them (which in turn can relieve asthma and allergy symptoms), release negative ions (which among other things can increase serotonin and help treat seasonal affective disorder) and reduce electromagnetic radiation and static electricity. What's more, their gentle yellow glow helps illuminate a room, but won't have a negative impact on sleep — they can actually be downright soothing as you slide away. The Windsor Seasons lamp we chose here is small enough to fit on a bedside table or end table, but sturdy enough that you probably don't have to worry about knocking it over, and it features a dimmer so you can control exactly how much light filters through saltThe Windsor Seasons Handmade Natural Crystal Himalayan Salt Lamp with Neem Wood BaseBest night light for nursing : Born Free Nighty Night Nursing Light.Of all the wonderful and amazing things about babies, perhaps the most wonderful and amazing of all is that they can eat and sleep at the same time. But parents need to make sure everything is well, and turning on the lights to make sure their babies have properly locked can wake the little one to the point that now no one is going to get any sleep. This palm-sized light is bright enough for you to see, but don't wake up, your baby and clip on you so you can keep both hands free. As a bonus, Nighty Night Nursing Light has a built-in, vibration-based alarm so you can track feeding time (or wake yourself up if you happen to fall asleep nursing). The Born Free Nighty Night Nursing LightBest motion-sensitive night light: AmerTac 73092CC LED Nite Lite. Night light can be ugly, but AmerTac's motion-sensitive light has a sleek decorative look to it that won't stand out (or stand too far away from the wall), regardless of your décor. With over 1200 five-star reviews on Amazon, this popular plug-in turns on when it detects motion up to 25 metres away and turns off after a minute, meaning it's only turned on when you need it — and the long-lasting LED bulb means you never have to worry that the light will fail you. The AmerTac 73092CC LED Motion-Enabled Nite LiteBest night light for bathrooms: Witshine Rechargeable 16-Color Toilet Night Light.You may be able to get to the bathroom in the dark, but once you're in there, can you do what you need to do without turning on the lights? Witshine's rechargeable and waterproof night light shines in 16 colors and illuminates the most important part of your bathroom for these late trips: the restroom. Aim safely without waking yourself too much with the bright bathroom lights. Witshine Rechargeable 16-Color Toilet Night LightBest nightlights for potty workouts: Claessens 'Kids Kid's sleep My Lantern Portable Night Light.This bunny-bedecked bedside light glows in multiple colors and can play soothing sounds to lull your child to sleep. But more importantly, the light can be easily detached from scratch and used as a lantern to guide your little one to the bathroom in confidence, without any reason to be afraid of darkness (or wake mom and dad). The Claessens 'Kids Kid'sleep My Lantern Portable Night LightWho is afraid of darkness? Definitely not you, with one of these useful night lights. Choose the one that best suits your needs and say goodbye to stubby toes and night horrors for good. Get the latest deals, discounts, reviews and gifts! Giveaways!