

**COMM 4331 – Advertising Sales and Management
Fall 2018 Book List**



Recommended Books:

Select one (1) recommended book from Group I and one (1) recommended book from Group II.
For extra credit, choose a third book from Group III.

Group I (due Monday, September 17, 2018)

Attention!: How to Interrupt, Yell, Whisper, and Touch Consumers (Kindle Books), 2000 by Sacharin, Ken

Bang! Getting Your Message Heard in a Noisy World (Doubleday, 2003) Kaplan Thaler, Linda and Koval, Robin

Designing Brand Identity: A Complete Guide to Creating, Building, and Maintaining Strong Brands (John Wiley & Sons, 2003) Wheeler, Alina

Differentiate or Die: Survival in our Era of Killer Competition (John Wiley & Sons, Inc.) Trout, Jack (2010 Second Edition)

Hitting the Sweet Spot: How Consumer Insights Can Inspire Better Marketing and Advertising (Copy Workshop, 2001) Fortini-Campbell, Lisa

Leap: A Revolution in Creative Business Strategy, 2003, Schmetterer, Bob

Positioning: The Battle for your Mind (McGraw-Hill Trade, 2000) Ries, Al and Trout, Jack

Truth, Lies and Advertising, The Art of Account Planning, Steel, Jon

Group 2 (due Monday, October 8, 2018)

AdCult, (Columbia University Press, 1996), Twitchell, James

Craft: David Ogilvy, William Bernbach, Leo Burnett, Rosser Reeves (McGraw-Hill, 2003), Higgins, Denis

Creative Advertising: Ideas and Techniques from the World's Best Campaigns (Thames & Hudson 2004) Pricken, Mario

Hey Whipple, Squeeze This (John Wiley & Sons, 1998) Sullivan, Luke

How to Get Ideas (Berrett-Koehler Publishers 1996) Foster, Jack

Ogilvy on Advertising (Vintage Books, 1985) Ogilvy, David

Ordinary Advertising. And How To Avoid It Like The Plague, (Xlibris Corporation, 2003), Silveira, Mark

Standing on the Shoulders of Giants, (Gestalten Verlag, 2001) Vaske, Hermann

The Do-It-Yourself Lobotomy: Open Your Mind to Greater Creative Thinking (AdWeek Book) Monahan, Tom

Twenty Ads that Shook the World: Groundbreaking Advertising and How it Changed us All (Three Rivers Press) Twitchell, James

Xtra Credit - Group 3 If you choose to submit a third book report for extra credit, it needs to be submitted by **Saturday, October 13, 2018**

The Practical Pocket Guide to Account Planning (Yellow Bird Press, 2013) Kocek, Chris

Casting for Big Ideas: A New Manifesto for Agency Managers, 2003, Jaffe, Andrew

Customer Experience Management (John Wiley & Sons, 2003) Schmitt, Bernd H.

Eating the Big Fish (John Wiley & Sons, 1999) Morgan, Adam

Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising (John Wiley & Sons, 2005) Jaffee, Joseph

Good to Great (Harper Business, 2001) Collins, John

Perfect Pitch: The Art of Selling Ideas and Winning New Business (Adweek Books: Publisher: John Wiley & Sons, Inc. 2006) Steel, Jon

Ten Deadly Marketing Sins (John Wiley & Sons, 2004) Kotler, Philip

The Art of Client Service (Dearborn Trade Publishing, 2003) Solomon, Robert

Readings in Account Planning (Routledge, 2008), Weichselbaum, Hart (Editor)

