



The IAA Recommends ... BOOKLIST



ADVERTISING

Advertising Campaign Planning: Developing an Advertising-Based Marketing Plan

Jim Avery

Publisher: The Copy Workshop ISBN:

The Advertising Handbook (Media Practice)

Helen Powell, Jonathan Hardy, Sarah Hawin and Iain MacRury

Publisher: Routledge ISBN-13: 978-0415423113

Kellogg on Advertising and Media

Philip Kotler and Bobby J. Calder

Publisher: John Wiley & Sons ISBN-10: 0470119861

Perfect Pitch: The Art of Selling Ideas and Winning New Business

Jon Steel

Publisher: John Wiley & Sons ISBN-10: 0471789763

ACCOUNT PLANNING

Truth, Lies & Advertising: The Art of Account Planning

Jon Steel

Publisher: John Wiley & Sons ISBN-10: 0471189626

Readings in Account Planning

Edited by Hart Weichselbaum

Publisher: The Copy Workshop ISBN:

BRAND

Best Practice Cases in Branding (3rd Ed)

Kevin Keller

Publisher: Prentice Hall ISBN-10: 013188865X



Brands and Branding

Rita Clifton and John Simmons

Publisher: Profile Books ISBN: 186197664X

BRANDchild

Martin Lindstrom

Publisher: Kogan Page ISBN 0749438673

BrandDigital: Simple Ways Top Brands Succeed in the Digital World

Allen P. Adamson

Publisher: Palgrave Macmillan ISBN-10: 0230606040

Branding Only Works on Cattle: The New Way to Get Known

Jonathan Salem Baskin

Publisher: Business Plus ISBN-10: 0446178012

Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity David A. Aaker

Publisher: Free Press ISBN-10: 0743249380

Brand Sense

Martin Lindstrom

Publisher: Kogan Page ISBN: 0749443715

BrandSimple: How the Best Brands Keep it Simple and Succeed

Allen P. Adamson and Sir Martin Sorrell

Publisher: Palgrave Macmillan ISBN-10: 1403974055

Brand Vision - How to Energise Your Team to Drive Business

David Taylor

Publisher: John Wiley & Sons Ltd ISBN: 0470028351

Branding Your Business

James Hammond

Publisher: Kogan Page ISBN 0749450738

Competitive Identity: The New Brand Management for Nations, Cities and Regions

Simon Anholt

Publisher: Palgrave MacMillan ISBN-10: 0-230-50028-5

Fashion Brands-Branding Style from Armani to Zara

Mark Tungate

Publisher: Kogan Page ISBN: 0749453052



From Brand Vision to Brand Evaluation

Leslie de Chernatony

Publisher: Butterworth Heinemann ISBN: 0750667494

Global Brand Strategy: Unlocking Brand Potential Across Countries, Cultures & Markets

Sicco Van Gelder

Publisher: Kogan Page ISBN-10: 074944469X

Guinness is Guinness ...The Colourful Story of a Black and White Brand

Mark Griffiths

Publisher: Cyan Communications Ltd ISBN: 0954282949

Strategic Brand Management (3rd Ed)

Kevin Lane Keller

Publisher: Prentice Hall ISBN-10: 0131888595

Take A Stand For Your Brand: Building a Great Agency Brand from the Inside Out

Tim Williams

Publisher: The Copy Workshop

The Global Brand: How to Create and Develop Lasting Brand Value in the World Market

Nigel Hollis

Publisher: Palgrave Macmillan ISBN-10: 0230606229

CAREER

How To Succeed in Advertising When All You Have Is Talent

Laurence Minsky

Publisher: The Copy Workshop

How to Put Your Book Together and Get a Job in Advertising - 21st Century Edition

Maxine Paetro

Publisher: The Copy Workshop

The New Account Manager, 2nd Ed

Don Dickinson

Publisher: The Copy Workshop



Whatever You Think, Think the Opposite

Paul Arden

Publisher: Penguin Books ISBN: 0141025719

CREATIVE

Creative Advertising: Ideas and Techniques from the World's Best Campaigns

Mario Pricken

Publisher: Thames & Hudson ISBN-13: 978-0500287330

Creative Leaps - 10 Lessons in Effective Advertising Inspired at Saatchi & Saatchi

Michael Newman

Publisher: John Wiley & Sons Ltd ISBN: 0470820837

Cutting Edge Advertising: v.2: How to Create the World's Best Print for Brands in the 21st Century

Jim Aitchison

Publisher: Prentice Hall ISBN-10: 9812445579

The Fundamentals of Creative Advertising

Ken Burtenshaw, Nik Mahon, Caroline Barfoot

Publisher: AVA Publishing ISBN-10: 2940373183

Hey, Whipple, Squeeze This: A Guide to Creating Great Advertising

Luke Sullivan

Publisher: John Wiley & Sons ISBN-10: 0470190736

Managing Creative People - Lessons for Leadership in the Ideas Economy

Gordon Torr

Publisher: John Wiley & Sons Ltd ISBN: 0470726458

Print Matters: How to Write Great Advertising

Randall Hines & Robert Lauterborn

Publisher: Racom Communications ISBN-10: 1933199105

Twenty Ads That Shook the World

James B. Twitchell

Publisher: Random House USA ISBN-10: 0609807234



COMMUNICATION

Effective Presentation

Ross Jay & Anthony Jay

Publisher: Financial Times Prentice Hall ISBN: 0273688030

Brilliant Presentations

Richard Hall

Publisher: Financial Times Prentice Hall ISBN: 0273709747

Presentation Zen: Simple Ideas on Presentation Design and Delivery

Garr Reynolds

Publisher: New Riders Press ISBN-10: 0321525655

CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility

Philip Kotler

Publisher: John Wiley & Sons Ltd ISBN: 0471476110

CONSUMER BEHAVIOUR

Buy-ology

Martin Lindstrom

Publisher: Profile Books ISBN: 1847940110

Consumer Behavior, 10/E

Leon Schiffman, Leslie Kanuk

Publisher: Prentice Hall ISBN-10: 0135053013

CULTURE

Global Marketing and Advertising: Understanding Cultural Paradoxes

Marieke de Mooij

Publisher: Sage Publications ISBN-10: 1412914760



DIGITAL

DigiMarketing: The Essential Guide to New Media and Digital Marketing

Kent Wertime & Ian Fenwick

Publisher: Wiley ISBN-10: 0470822317

Understanding Digital Marketing

Damian Ryan and Calvin Jones

Publisher: Kogan Page ISBN: 9780749453893

The Art of Digital Branding

Ian Cocoran

Publisher: Allworth Press ISBN-10: 1581154887

MEDIA

Strategic Media Decisions, 2nd Ed

Marian Azzaro

Publisher: The Copy Workshop

TEXTBOOKS

Advertising, Principles & Practice 8/E

Sandra Moriarty, Nancy Mitchell William D. Wells

Publisher: Prentice Hall ISBN-10: 0132224151

Advertising & Promotion: An Integrated Marketing Communication Perspective 8/E

George Belch, Michael Belch

Publisher McGraw Hill ISBN: 9780073381091

Contemporary Advertising 11/E

William Arens, Michael Weigold, Christian Arens

Publisher: McGraw Hill ISBN: 9780073529912

