Ogilvy on Advertising
by David Ogilvy
A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business".

Truth, Lies and Advertising:
The Art of Account Planning
by Jon Steel
This book by account planning pioneer Jon Steel provides advertising professionals and marketers with their first practical look at a tool that is reshaping the ad industry.

Tested Advertising Methods
(Prentice Hall Business Classics)
by John Caples, Fred E. Hahn

My Life in Advertising and Scientific Advertising (Advertising Age Classics Library)
by Claude Hopkins

Confessions of an Advertising Man
by David Ogilvy
The long–awaited reissue of the million–copy best–seller that FORBES magazine called “A valuable primer on advertising for any businessman or investor.” With a new Foreword by Sir Alan Parker.

The Fall of Advertising and the Rise of PR
by Al Ries, Laura Ries
In The Fall of Advertising and the Rise of PR, longtime marketing strategist Al Ries and his daughter/business partner Laura Ries offer solid arguments championing the latter over the former for modern–day brand building.

The Art of Writing Advertising:
Conversations with Masters of the Craft: David Ogilvy, William Bernbach, Leo Burnett, Rosser Reeves,
by Denis Higgins
A McGraw–Hill Advertising Classic
"What makes a great advertisement?" Nearly four decades ago, an unmatched group of five advertising pioneers first answered that question in The Art of Writing Advertising . Their entertaining and historically compelling answers will provide advertising professionals with valuable techniques for applying breakthrough creativity and innovation in the workplace.

Ads, Fads, and Consumer Culture:
Advertising's Impact on American Character and Society
by Arthur Asa Berger
Expanded and updated from the successful first edition, Ads, Fads, and Consumer Culture, Second Edition looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process to give an accessible overview of advertising in America.

The End of Advertising
as We Know It
by Sergio Zyman, Armin Brott
Zyman began his career in an advertising agency, worked his way up to become the chief marketing officer of Coca-Cola and now runs his own marketing consulting firm. Zyman addresses chief executives and marketing managers directly, counseling them to get tough on their ad agencies and base their evaluation of the agency’s work on whether it sells products or services, not on whether it generates buzz.
by Maxine Paetro

Where The Suckers Moon: An Advertising Story
by Randall Rothenberg
This richly detailed book offers an enjoyable and insightful ride into the American world of advertising. Rothenberg, former advertising columnist for the New York Times, had behind-the-scenes access to Subaru's search for a new advertising agency and the ensuing campaign.

A Big Life In Advertising
by Mary Wells Lawrence
A colorful mix of historical narrative, revealing personal memoir, and sassy industry tell-all, A Big Life in Advertising offers up Mary Wells Lawrence's bubbling take on life, love, and plugging products.

Adcult USA
by James B. Twitchell
Advertising, argues Twitchell, has become the lingua franca of American culture, supplying a common bond that links all Americans.

And Now a Few Words From Me: Advertising's Leading Critic Lays Down the Law, Once and For All
by Bob Garfield
As the advertising industry's Dave Barry, Garfield has written the influential ad criticism column "AdReview" for Ad Age for 17 years and is cohost of NPR's On the Media. His first book, aimed at advertising pros, is a brazenly funny take on the industry practices that Garfield loves to hate.

The Great American Blow-Up: Puffery in Advertising and Selling
by Ivan L. Preston
"Ivan L. Preston has created a definitive study sure to be cherished by consumer advocates, but one that should be read by everyone ever influenced by advertising. And that, of course, is everyone of us." - Chicago Sun-Times Book Week

Hey, Whipple, Squeeze This: A Guide to Creating Great Ads, Second Edition
by Luke Sullivan
In this second edition of the irreverent, celebrated book, master copywriter Luke Sullivan looks at the history of advertising, from the good, to the bad, to the ugly. Updated to include the latest campaigns, this edition also features two extended final chapters, with in-depth prescriptions for building a career in advertising and a real-world look at the day-to-day operations of today's ad agencies.

Hitting the Sweet Spot: How Consumer Insights Can Inspire Better Marketing and Advertising
by Lisa Fortini-Campbell

Life After the 30-Second Spot: Energize Your Brand With a Bold Mix of Alternatives to Traditional Advertising
by Joseph Jaffe
Jaffe, marketing consultant and former advertising executive, issues a clarion call to abandon the old rules of marketing and wake up to new opportunities.