



The SciMark Reading List

Early 1900s

"Reason Why Advertising" by John E. Kennedy

"Intensive Advertising" by John E. Kennedy

1920s

"Scientific Advertising" by Claude Hopkins

"My Life in Advertising" by Claude Hopkins

"The Lasker Story: As He Told It" by Albert Lasker

1930s

"Tested Advertising Methods" by John Caples

1960s

"Reality in Advertising" by Rosser Reeves

"Handbook of Consumer Motivations" by Ernest Dichter

1970s

"Confessions of an Advertising Man" by David Ogilvy

1980s

"Positioning" by Al Ries and Jack Trout

"How to Make Your Advertising Make Money" by John Caples

"Ogilvy on Advertising" by David Ogilvy

"Or Your Money Back" by Alvin Eicoff

1990s

"The 22 Immutable Laws of Marketing" by Al Ries & Jack Trout

"Advertising Secret of the Written Word (1)" by Joseph Sugarman

"Marketing Secrets of a Mail-Order Maverick (2)" by Joseph Sugarman

"Television Secrets for Marketing Success (3)" by Joseph Sugarman

"Triggers" by Joseph Sugarman

"The Salesman of the Century" by Ron Popeil

"2,239 Tested Secrets for Direct Marketing Success" by Denny Hatch and Don Jackson

2000s

"\$12 Billion of Inside Marketing Secrets" by Steven Dworman