Richard A. Viguerie’s
Recommended Marketing Bibliography
January 2020

Books

The Man Nobody Knows
Secrets of Successful Direct Mail
Storytelling Can Change the World
Tested Advertising Methods
Influence and Pre-Suasion
Drucker on Marketing
The Purple Cow
Fund Your Cause with Direct Mail
My Life in Advertising and Scientific Advertising
Overdeliver
Ogilvy on Advertising and My Life in Advertising

Authors

Bruce Barton
Richard V. Benson
Ken Burnett
John Caples
Robert B. Cialdini
William Cohen
Seth Godin
Benjamin Hart
Claude C. Hopkins
Brian Kurtz
David Ogilvy
Al Ries and/or Jack Trout
Eugene M. Schwartz
Mal Warwick & Eric Overman

NOTE: Own a copy of each book. Read each at least several times and highlight the most important parts. Then review highlighted parts 2-3 times a year. (over, please)
I feel strongly that it’s more important to read these books over and over and over than to read a hundred marketing books once.

Highly recommended e-letters/blogs:

   - The Agitator (www.theagitator.net)
   - Kevin Gentry (http://seminarnetwork.us9.list-manage.com)
   - Seth Godin (www.sethgodin.com)
   - Brian Kurtz (http://www.briankurtz.me/blog/)

America’s Right Turn by Richard A. Viguerie and David Franke is not a marketing book, but it is the only book that chronicles the history of political direct marketing, especially postal mail.