



5 Advertising Books for Business Owners

Statistics show nearly one in 25 Americans is in the process of starting a business. Don't get lost in the masses. Use these top books to get your ad campaign on the right track and give your business a big boost.

1. Guerrilla Advertising

By Jay Conrad Levinson and Charles Rubin, Mariner Books, ISBN 0395687187 - Jay Conrad Levinson is very well known for his "guerilla" strategies. He's been in the business since 1958, developing advertising campaigns for countless businesses. In Guerilla Advertising, Levinson reveals every element of a successful ad campaign - from targeting your audience to designing effective ads.

2. Advertising Without an Agency

By Kathy J. Kobliski, Oasis Press, ISBN 1555714293 - Can't afford an advertising agency? No problem. This book teaches you the fundamentals you need to create press releases, ad copy, logos, how to buy ad time, use the Internet for marketing purposes and how to track your results.

3. The 33 Ruthless Rules of Local Advertising

By Michael Corbett, Pinnacle Books, ISBN 096673839X - This comprehensive guide to local advertising details everything you need to know before you begin your ad campaign. Sample chapters cover the single most powerful tool, building a rock-solid marketing bridge, the power of newsletters and generating referrals.

4. The Anatomy of Buzz

By Emanuel Rosen, Doubleday, ISBN 0385496672 - One of the best forms of advertising is also the simplest. Word-of-mouth is a tried and true testament of your product/service. The Anatomy of Buzz shows you how to create your own buzz to get customers talking...and buying.

5. Advertising on the Internet

By Robin Lee Zeff and Brad Aronson, John Wiley & Sons, ISBN 0471344044 - Examine some of the most successful ad campaigns on the Internet today. And find out how you can be a part of the success story. This second edition bestseller spells out key online factors you need to consider and evaluate for your own Internet ad campaign. Study online ad models that work, online market research, how to buy ads on the Web and so much more.