

Adams Jette

marketing + communications

*Compelling ideas. Remarkable results.*

50

## Reference Books

Guaranteed to Improve Your Marketing  
and Communications

*Plus* **10** favourites that should be on  
every writer or marketer's desk

By Brenda Adams and Ron Jette  
Adams Jette Marketing + Communications

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## Introduction

*Language is not an abstract construction of the learned, or of dictionary makers, but is something arising out of the work, needs, ties, joys, affections, tastes, of long generations of humanity, and has its bases broad and low, close to the ground.*

NOAH WEBSTER

Understanding.

Authors long for it. Editors help them try to achieve it. While it's seldom easy to attain, it's always worth the effort. Is it *whose* or *who's*? Is it appropriate to use foreign terms in English writing? Why is having MUMPS\* at the Massachusetts General Hospital a good thing? And what is a split infinitive, anyway? These are but a few of the thousands of questions that the books listed in *60 Reference Books Guaranteed to Improve your Marketing and Communications* can help you answer.

This is not a definitive list. (We worked on a project for the Editors' Association of Canada that listed well over 350 titles, many of which were highly specialized. Now *that's* a definitive list!) But it is a great list of books for those in the business of marketing and writing. And if you have only these books on your shelves, you would be hard-pressed to find a better collection anywhere.

So, dive in. Learn a thing or two. Then get out there and communicate—or market—like crazy!

\* According to *Newton's Telecom Dictionary*, MUMPS stands for **M**assachusetts General Hospital **U**tility **M**ulti-**P**rogramming **S**ystem.

## Our Top 10

If you could have just ten books on your shelf, what would they be? We get that question all the time. While there are dozens (hundreds?) of reference books that we use regularly, there are a select few that we keep right on the desk, just an arm's length away.

The books, which are split between books on language and books on marketing, are presented in no particular order. This shouldn't be an issue, however, as we think you should own them all.

### Our Top 5 language books

*Chicago Manual of Style*, 15<sup>th</sup> ed. Chicago: University of Chicago Press, 2003.

Every organization should have a style guide, a document that ensures consistencies in written communications. If you don't have one, start with *Chicago*.

*The Canadian Oxford Dictionary*. Edited by Katherine Barber. New York: Oxford University Press, 2001.

If you ever get a chance to hear an interview with editor Katherine Barber, grab it. She is everything... no, she is *nothing* like what you would expect from the editor of a dictionary. Witty, smart, knowledgeable and anything but dull, you can't help but learn something. Oh, and it's a great Canadian dictionary, too.

*The New Oxford Thesaurus of English*. Edited by Patrick Hanks. New York: Oxford University Press, 2000.

Sure, you can use the Internet to search for a synonym (a word you won't find in the thesaurus, by the way). But there is nothing like holding over a thousand pages of pure synonymistic lexicography in your hands.

Gordon, Karen Elizabeth. *The Deluxe Transitive Vampire: The Ultimate Handbook of Grammar for the Innocent, the Eager, and the Doomed*. New York: Pantheon Books, 1993.

Written with a style that will make you smile, if not openly chuckle, Ms. Gordon covers grammar in a way that makes it, dare I say it, enjoyable. This book should be a high-school textbook.

*The Canadian Style: A Guide to Writing and Editing*. Toronto: Dundurn Press, 1997.

This is the government of Canada, I mean Government of Canada's style bible. Published in 1985 and then again in 1997, it's due for an update. You will not be able to find A Better Guide to Over-Capitalization. If you write for the federal government, however, you'll need to keep it handy.

### Our Top 5 marketing books

Barletta, Martha. *Marketing to Women: How to Understand, Reach and Increase your Share of the World's Largest Market Segment*. New York: Kaplan Publishing, 2003.

"If you are not marketing to women," says Ms. Barletta, "you are leaving money on the table." Their motivation is different, the way they reach buying decisions is different—they are different.

Cialdini, Robert B. *Influence: The Psychology of Persuasion*. New York: Morrow, 1993.

Ever wonder how to make a person say yes to your offer or suggestion? Read about Cialdini's "weapons of influence" and wonder no more.

Hatch, D. and Jackson, D. *2,239 Tested Secrets for Direct Marketing Success: The Pros Tell You Their Time-Proven Secrets*. Chicago: NTC/Contemporary Publishing, 1998.

Wouldn't you like to have all the best direct-marketing writers on your side—all at the same time? With this book, you do.

Kennedy, Dan. *The Ultimate Marketing Plan*. Avon, MA: F&W Publications, 2006.

At first glance, this guy can seem a little over the top. Upon closer scrutiny, however, it becomes abundantly clear that his ideas are sound.

Ries, Al and Ries, Laura. *The 22 Immutable Laws of Branding*. New York: HarperCollins, 2002.

You can do the same kind of branding that everyone else has always done—or you can follow the *Laws*. We would advise the latter.

If you can have only 10 books, this is a good start.

Want more? Read on...

## Business

Blanchard, Ken and Bowles, Sheldon. *Raving Fans: A Revolutionary Approach to Customer Service*. New York: Morrow, 1993.

Bloomgarden, Kathy. *Trust: The Secret Weapon of Effective Business Leaders*. New York: St. Martin's Press, 2007.

Collins, Jim. *Built to Last: Successful Habits of Visionary Companies*. New York: Collins, 2002.

Collins, Jim. *Good to Great: Why Some Companies Make the Leap...and Others Don't*. New York: Collins, 2001.

Huntsman, Jon M. *Winners Never Cheat: Everyday Values We Learned as Children (But May Have Forgotten)*. Philadelphia: Wharton School Publishing, 2005.

Lewis, Herschell Gordon. *Direct Mail Copy that Sells*. Prentice-Hall, 1984.

Lewis, Herschell Gordon. *Herschell Gordon Lewis on the Art of Writing Copy*. New York: The American Management Association, 2000.

Lewis, Herschell Gordon. *Sales Letters that Sizzle*. Lincolnwood, IL: NTC Business Books, 1999.

Ogilvy, David. *Confessions of an Advertising Man*. New York: Atheneum, 1988.

## Copyright

Harris, Lesley Ellen. *Canadian Copyright Law: The Indispensable Guide for Publishers, Web Professionals, Writers, Artists, Filmmakers, Teachers, Librarians, Archivists, Curators, Lawyers and Business People*, 3<sup>rd</sup> ed. Toronto: McGraw-Hill Ryerson, 2001.

## Dictionaries

Fowler, Henry Watson. *A Dictionary of Modern English Usage*. New York and Oxford: Oxford University Press, 1926.

*Gage Canadian Dictionary*, revised and expanded. Edited by Gaelan Dodds DeWolf. Vancouver: Gage Publishing, 2000.

*ITP Nelson Canadian Dictionary of the English Language: An Encyclopedic Reference*. Scarborough, ON; Albany, NY: ITP Nelson, 1997.

*Merriam-Webster's Collegiate Dictionary*, 11<sup>th</sup> ed. Springfield, MA: Merriam-Webster, 2003.

Newton, Harry. *Newton's Telecom Dictionary: The Authoritative Resource for Telecommunications, Networking, The Internet, and Information Technology*, 18<sup>th</sup> ed. New York: CMP Books, 2002.

*The Merriam-Webster Dictionary of English Usage*. Springfield, MA: Merriam-Webster, Inc., 1994.

## Marketing

- Aaker, DA. and Joachimsthaler, E. *Brand Leadership*. New York: The Free Press, 2000
- Abraham, Jay. *Getting Everything You Can Out of All You've Got: 21 Ways You Can Outthink, Out-Perform, and Out-Earn the Competition*. New York: St. Martin's Press, 2000.
- Dusenberry, Phil. *One great insight is worth a thousand words*. New York: Portfolio, 2006.
- Godin, Seth. *All Marketers Are Liars*. New York: Portfolio, 2005.
- Godin, Seth. *Purple Cow*. New York: Portfolio, 2003.
- Godin, Seth. *The Big Moo*. New York: Portfolio, 2005.
- Gordman, Robert. *The Must-Have Customer: 7 Steps to Winning the Customer You Haven't Got*. New York: St. Martin's Press, 2006.
- Kennedy, Dan. *No B.S. Business Success: The Ultimate No Holds Barred Kick Butt Take No Prisoners Tough and Spirited Guide*. Irvine, CA: Entrepreneur Press, 2004.
- Kennedy, Dan. *No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses*. Irvine, CA: Entrepreneur Press, 2006.
- Kennedy, Dan. *No B.S. Sales Success: The Ultimate No Holds Barred Kick Butt Take No Prisoners and Make Tons of Money Guide*. Irvine, CA: Entrepreneur Press, 2004.
- Kennedy, Dan. *The Ultimate Sales Letter*. Avon, MA: F&W Publications, 2006.
- Levinson, Jay Conrad. *Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits From Your Small Business*. Boston: Houghton Mifflin, 2007
- Locke, C, Levine, R and Searls, D. *The Cluetrain Manifesto: The End of Business as Usual*. Toronto: HarperCollins Canada, 2001.
- Miller, Anne. *Metaphorically Selling: How to Use the Magic of Metaphors to Sell, Persuade, & Explain Anything to Anyone*. New York: Chiron, 2004.
- Ogilvy, David. *Ogilvy on Advertising*. New York: Random House, 1985.
- Underhill, Paco. *Call of the Mall*. New York: Simon & Schuster, 2005.
- Underhill, Paco. *Why we buy: The science of shopping*. New York: Touchstone, 2000.
- Wilson, Jerry R. *Word-of-Mouth Marketing*. New York: Wiley, 1994.
- Yaccato, Joanne Thomas. *Eighty Percent Minority: Reaching the real world of women consumers*. Toronto: Penguin Canada, 2004.
- Yaccato, Joanne Thomas. *Raising Your Business: A Canadian Woman's Guide to Entrepreneurship*. Toronto: Prentice Hall, 1998.

## Style and usage guides

- Cragg, Catherine, et al. *Editing Canadian English*, 2<sup>nd</sup> Edition. Toronto: Macfarlane Walter & Ross, 2000.
- Dupré, Lyn. *Bugs in Writing: A Guide to Debugging Your Prose*. Reading, MA: Addison-Wesley, 1998.
- Gordon, Karen Elizabeth. *The New Well-Tempered Sentence: A Punctuation Handbook for the Innocent, the Eager, and the Doomed*. New York: Ticknor & Fields, 1993.
- Hacker, Diana. *A Canadian Writer's Reference*, 2<sup>nd</sup> ed. Scarborough, ON: Nelson Thomson Learning, 2001.
- Publication Manual of the American Psychological Association*, 5<sup>th</sup> ed. Washington, DC: American Psychological Association, 2001.

Sabin, William et al. *The Gregg Reference Manual*, 10<sup>th</sup> ed. New York: McGraw-Hill Irwin, 2004.

Safire, William. *On Language*. New York: Times Books, 1980.

Stilman, Anne. *Grammatically Correct: The Writer's Essential Guide to Punctuation, Spelling, Style, Usage and Grammar*. Cincinnati, OH: Writer's Digest Books, 1997.

Strunk, W., Jr. and E.B. White. *The Elements of Style*, 4<sup>th</sup> ed. Boston: Allyn and Bacon, 1999.

*The Globe and Mail Style Book: A Guide to Language and Usage*. Edited by J.A. McFarlane and Warren Clements. Toronto: McClelland & Stewart, 1998.

## Thesauri

*Fitzhenry & Whiteside Canadian Thesaurus*. Edited by J.K. Chambers and Celia Munro Harvey. Markham, ON: Fitzhenry & Whiteside, 2001.

*Gage Canadian Thesaurus*. Scarborough, ON: Gage Educational Publishing, 2000.

McCutcheon, Marc. *Roget's Super Thesaurus*, 2<sup>nd</sup> ed. Cincinnati, OH: Writer's Digest Books, 1998.

Rodale, J.I. *The Synonym Finder*. New York: Warner Books, 1986.