

CREATIVE & STRATEGIC RESOURCES: There are a lot of books out there but these have added value to my ability to understand, create, and sell strategic ideas. These books are in my library (with the exception of the one that isn't out yet*) and I've come back to the concepts in their pages to teach others. I've categorized how they might be of use to you and the different roles on your team when developing creative elements including copy, design or advertising. I know that they will be of use to you in your pursuit of Creative Business Solutions.

For the Creative Team

When Discouraged: Miss Remarkable and Her Career Paperback
by Joanna Rubin Dranger

When Creating: Hey, Whipple, Squeeze This: The Classic Guide to Creating Great Ads
by Luke Sullivan

When drinking Coffee: The Work: 25 Years of Fallon
by Pat Fallon, Bob Barrie

For Solopreneurs

When Managing: Truth, Lies, and Advertising: The Art of Account Planning
by Jon Steel

When Hunting: Perfect Pitch: The Art of Selling Ideas and Winning New Business
by Jon Steel

When Using Left Brain: Juicing the Orange: How to Turn Creativity into a Powerful Business Advantage by Pat Fallon & Fred Senn

For Budding Marketers

When Targeting: Tribes: We Need You to Lead Us
by Seth Godin

When Making Recommendations: Differentiate or Die: Survival in Our Era of Killer Competition
by Jack Trout and Steve Rivkin

When Becoming a Partner: Spanning Silos: The New CMO Imperative by David A. Aaker

For Developing Brands

For the Future*: Aaker on Branding: 20 Principles That Drive Success
by David Aaker

For Meetings with Clients:

Brand Relevance: Making Competitors Irrelevant by David A. Aaker

Because we all love candy:

Do You Matter?: How Great Design Will Make People Love Your Company by Robert Brunner, Stewart Emery and Russ Hall

For Going Whole Hog on Strategy

(Your head will hurt but that's a good thing)

Minor throbbing: HBR's 10 Must Reads on Strategy (including featured article "What Is Strategy?" by Michael E. Porter) by Harvard Business Review

Steady Pain: Blue Ocean Strategy: How To Create Uncontested Market Space And Make The Competition Irrelevant by W. Chan Kim, Renee Mauborgne

Complete Migraine: Strategic Market Management by David A. Aaker

I'd love to hear how these resources helped you on a pitch, or in the process. Email me@douglasdavis.com with victories or for additional resources. Thanks.