

Marketing

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BLAIS'S BOOKS: Tomes of our times

By ERIC BLAIS

For the past year, Eric Blais, president of Toronto consultancy Headspace Marketing, has been writing in these pages about the 10 must-read books for marketers. In this final installment he takes a second look at the books you should already have read (or should rush out to buy right now).

- **Built to Last BY JAMES C. COLLINS AND JERRY I. PORRAS (HARPERCOLLINS, 1994).** This book and the follow-up by Collins, *Good to Great*, are essential tools for any marketer looking for a checklist of what drives visionary organizations.
- **Brand Portfolio Strategy BY DAVID A. AAKER (FREE PRESS, 2004).** While there's no catchy title like *Lovemarks* or *Purple Cow*, this is the textbook on branding and making sense of complex brand architectures and portfolios of brands.
- **Beyond Disruption BY JEAN-MARIE DRU (WILEY, 2002).** If you can look beyond TBWA's agency credentials presentation in book form, *Disruption* will help you think the thought that hasn't been thought before and disrupt marketing conventions.
- **The Tipping Point BY MALCOLM GLADWELL (LITTLE BROWN, 2000).** A must-read in this "age of engagement" where traditional media approaches often need to be supplemented with buzz marketing.
- **Eating the Big Fish BY ADAM MORGAN, WILEY, 1999).** An optimistic book for anyone dealing with a tired brand struggling in its fight against the leader.
- **Positioning: 20th Anniversary Edition, BY AL RIES AND JACK TROUT (MCGRAW-HILL, 2001).** Working in marketing without having read this classic or its updated edition means guessing your way around without the benefit of lessons learned.
- **Living the Brand BY NICHOLAS IND (KOGAN PAGE, 2001).** Essential for anyone about to embark on one of those painful enterprise-wide initiatives to define a company's mission/vision/values/moments of truth.
- **The Marketing Imagination BY THEODORE LEVITT (THE FREE PRESS, 1983).** A "best of" compilation of Theodore Levitt's landmark articles published in the *Harvard Business Review* since 1960 including "The Globalization of Markets," published in 1983.
- **Selling the Invisible BY HARRY BECKWITH (WARNER BUSINESS BOOKS, 1997).** This little book of simple truths about the marketing of services is a refreshing read at a time when clients are begging agencies for the kind of thought leadership they once provided.
- **And now a few words from me BY BOB GARFIELD, MCGRAW HILL, 2003).** The dos and don'ts of advertising by someone who is as objective as possible in one of the most subjective areas of business.