Suggested Resources

Read

Advertising
Advertising Creative Concept Book
– Pete Barry
Advertising Creative Strategy, Copy + Design
– Tom Altstiel and Jean Grow
Breaking In
– William Burks Spencer
Hey Whipple, Squeeze This
– Luke Sullivan
How to Put Your Book Together and Get a Job in Advertising
– Maxine Paetro
HumanKind
– Tom Bernardin and Mark Tutssel
Ogilvy on Advertising
– David Ogilvy
Pick Me
– Nancy Vonk
The Creative Process Illustrated
– W. Glenn Griffin and Deborah Morrison
The Idea Writers
– Teressa Iezzi
The Secrets of Successful Creative Advertising
– Tom Attea
Truth, Lies and Advertising: The Art of Account Planning
– Jon Steel
Where the Suckers Moon
– Randall Rothenberg

Creativity
Imagine
– Jonah Lehrer
Steal Like an Artist
– Austin Kleon
The Houdini Solution
– Ernie Schenck
The Tipping Point
– Malcolm Gladwell
Where Good Ideas Come From
– Steven Johnson

Surf

adage.com
adforum.com
adsoftheworld.com
adweek.com/adfreak
creativity-online.com
ihaveanidea.org
makinads.blogspot.com
mediabistro.com/agencyspy

“\nThe work of an advertising agency is warmly and immediately human. It deals with human needs, wants, dreams and hopes.”
– Leo Burnett

Flip

AdAge
CMYK
Communication Arts
Creativity
Luerzer’s Archive
One – The Magazine

Admire

Art Directors Club
ADDYs
Cannes Lions International Festival of Creativity
CLIO Awards
D&AD
EFFIEs
FWA
The One Show
YoungGuns

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