Advertising

Studying advertising at AAU can be quite intensive so to help you prepare for the rigors of the curriculum, the School of Advertising has provided the following recommendations. This is especially important for those of you who come from an undergraduate program not related to advertising. The recommended reading materials and resources will give great information and insight into the profession.

RECOMMENDED READING

*Truth, Lies and Advertising* by Jon Steel
*Hey Whipple, Squeeze This* by Luke Sullivan

TRADE MAGAZINES

Adweek - [www.adweek.com](http://www.adweek.com)
Archive Magazine - [www.luerzersarchive.com](http://www.luerzersarchive.com) (good for images, not for concept)
CMYK - [www.cmykmag.com](http://www.cmykmag.com)
Communication Arts Advertising Annuals - [www.commarts.com](http://www.commarts.com)
Cannes Lions - [www.canneslions.com](http://www.canneslions.com)
4A’s - [www.aaaa.org](http://www.aaaa.org) (look for the Account Planning Conference)

ORGANIZATIONS

One Club - [www.oneclub.org](http://www.oneclub.org)

FIRMS/COMPANIES TO RESEARCH

Crispin, Porter and Bogusky - [www.cpbgroup.com](http://www.cpbgroup.com)
Goodby, Silverstein and Partners - [www.goodbysilverstein.com](http://www.goodbysilverstein.com)
TBWA Chiat LA - [www.tbwachiatdayla.com](http://www.tbwachiatdayla.com)

MARKETING/ADVERTISING/CULTURE BLOGS

Marketing & Strategy Innovation Blog - [www.futurelab.net/blog](http://www.futurelab.net/blog)
Talent Imitates, Genius Steals - [www.farisyakob.typepad.com/blog](http://www.farisyakob.typepad.com/blog)
Thought Gadgets - [www.thoughtgadgets.com](http://www.thoughtgadgets.com)
Cool Hunting - [www.coolhunting.com](http://www.coolhunting.com)
Influx Insights - [www.influxinsights.com](http://www.influxinsights.com)
Adverve Blog - [www.adverveblog.com](http://www.adverveblog.com)
PSFK - [www.psfk.com](http://www.psfk.com)
AdRants - [www.adrants.com](http://www.adrants.com)
Logic + Emotion - [www.darmano.typepad.com](http://www.darmano.typepad.com)
Ads of the World - [www.adsoftheworld.com](http://www.adsoftheworld.com)
Adland – [www.adland.tv](http://www.adland.tv)