



Richard A. Viguerie's Recommended Marketing Bibliography January 2020

Chairman and Founder
RICHARD A. VIGUERIE

President & CEO
KATHLEEN PATTEN

**President of Corporate
Affairs**
MARK FITZGIBBONS

Chief Financial Officer
STEPHEN D. PECK

Vice Presidents
KEVIN ALLEN
RICK ANDERSON
PAUL COTTON
COLIN DUFFY
LUANN PETERSON
VI SHIELDS
DAVID TARGONSKI

Senior Copywriters
TOM CARCHIA
SUSAN DONER
(SR. VICE PRESIDENT)
GEORGE GETZ
BEN HART
(SR. VICE PRESIDENT)
JIM PICONE
(SR. VICE PRESIDENT)

Account Executives
ERIC ANDERSON
MARY ANN PAUGH
TOD STEWARD
CRYSTAL TRUPIA

**Vice President of
Sweepstakes Division**
FRANK DORNER

**American Mailing Lists
Corporation President**
DOROTHY MILLER

SPECIALIZING IN

4 Horsemen
(Position, Differentiation,
USP/Benefit, Brand)
Building Large Housefiles
Quickly
Digital Fundraising
Direct Mail Fundraising
Grassroots Lobbying
High Dollar Fundraising
Internet Marketing
Lifetime Value of a Donor
Sweepstakes
Video (DVD) Marketing

Books

The Man Nobody Knows

Secrets of Successful Direct Mail

Storytelling Can Change the World

Tested Advertising Methods

Influence and Pre-Suasion

Drucker on Marketing

The Purple Cow

Fund Your Cause with Direct Mail

*My Life in Advertising and
Scientific Advertising*

Overdeliver

*Ogilvy on Advertising and My Life in
Advertising*

All books by Ries and/or Trout.

Breakthrough Advertising

*How to Write Successful Fundraising
Appeals (+ many other titles by
Warwick)*

Authors

Bruce Barton

Richard V. Benson

Ken Burnett

John Caples

Robert B. Cialdini

William Cohen

Seth Godin

Benjamin Hart

Claude C. Hopkins

Brian Kurtz

David Ogilvy

Al Ries and/or Jack Trout

Eugene M. Schwartz

*Mal Warwick & Eric
Overman*

NOTE: Own a copy of each book. Read each at least several times and highlight the most important parts. Then review highlighted parts 2-3 times a year. (over, please)

I feel strongly that it's more important to read these books over and over and over than to read a hundred marketing books once.

Highly recommended e-letters/blogs:

The Agitator (www.theagitator.net)

Kevin Gentry (<http://seminarnetwork.us9.list-manage.com>)

Seth Godin (www.sethgodin.com)

Brian Kurtz (<http://www.briankurtz.me/blog/>)

America's Right Turn by Richard A. Viguerie and David Franke is not a marketing book, but it is the only book that chronicles the history of political direct marketing, especially postal mail.