



Resources

- **Ken Bernhardt, Professor of Marketing, Robinson College of Business, Georgia State University - columns:** <http://robinson.gsu.edu/news/bernhardt/index.html>
- ***Selling the Invisible* by Philip Kotler and Alan Andreasen**
- ***The Tipping Point* by Malcolm Gladwell**
- ***A New Brand World* by Scott Bedbury with Stephen Fenichell**
- ***Discovering the Soul of Service* by Leonard Berry**
- ***Counterintuitive Marketing: Achieve Great Results Using Uncommon Sense* by Kevin J. Clancy, Peter C. Krieg**
- ***Hitting the Sweet Spot* by Lisa Fortini-Campbell Ph.D.**
- **Al Ries, Laura Ries, “22 Immutable Laws of Branding” and “11 Immutable Laws of Internet Branding”**
- **James R. Gregory, “The Best of Branding: Best Practices in Corporate Building”**
- **Marc Gobe, et al, “Emotional Branding: The New Paradigm for Connecting Brands to People by Building Strong Brands”**
- **David A. Aaker, Alexander L. Biel, Eds. “Brand Equity & Advertising”**
- **Don Peppers, Martha Rogers, “Return on Customer: Creating Maximum Value From Your Scarcest Resource”**
- **Seth Godin, “Unleashing the Ideavirus”**
- **Seth Godin, “Permission Marketing: Turning Strangers Into Friends And Friends Into Customers”**

