

Books:

- Hanna J. & Middleton A.C. "Ikonica - A Fieldguide to Canada's Brandscape" pub. Douglas & McIntyre 2008
- Middleton A.C. & Dalla Costa J. "Advertising Works II" pub. ICA/ACA 1997

Papers:

- Middleton A.C. "Come Together - A look at Client-Agency Relationships in the Marketing Communications Industry" pub. ACA/ICA/AAPQ September 2008
- Middleton A.C. "Measuring Marketing Communications Returns - ROI or Dashboard" pub. ACA 2005
- Middleton A.C. "Integrated Marketing Communications" a chapter in "Excellence in Brand Communications" pub. ICA 2003
- Middleton A.C. Kay A. & Wolfe R. "Improving the Marketing Communications Value Chain - a look at the role of Payment - By - Results" pub. ACA 2001