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Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

On September 15, 2005, Advanced Marketing Services, Inc. (the "Company") announced the appointment of Jack Dollard as executive vice president and chief operating officer.

Dollard, 51, headed JND Consulting, a San Diego area independent consulting firm focused on aiding companies in their process improvements, mergers and acquisitions activity, cost containment and supply chains, and time and motion plant activity programs, from 2001 until joining AMS. From 2000 until 2001, Dollard was senior vice president for worldwide operations of Gateway, Inc., in San Diego. From 1997 until 2000, Dollard was president of Qualcomm Electronics and senior vice president for worldwide operations of Qualcomm, Inc., in San Diego. Dollard holds a bachelor's degree in business from Loras College of Dubuque, Iowa and an MBA from Central Michigan University.

A copy of the Company's public announcement of the above is attached hereto as Exhibit 99.1 to this report and is incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(c) Exhibits.

99.1 Public Announcement issued by the Company on September 15, 2005

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: September 20, 2005                      Advanced Marketing Services, Inc.

/s/ Bruce C. Myers

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Bruce C. Myers  
President and Chief Executive Officer