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From The Desk Of Brian Kurtz Gene Schwartz was my friend and mentor for more than 20 years. I am honored to have the exclusive rights to his masterpiece Breakthrough Advertising and, along with his wife Barbara, make it available to a new generation. This is a book that every business needs - especially if you work in marketing.

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*Brilliance Breakthrough - The
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Eugene M. Schwartz | Scientific Advertising

Breakthrough Advertising is exempt from this category because Eugene Schwarz had skin in the game: he commonly worked for address lists instead of money and actually made his money re-selling his clients new

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Advertising products of his own. (Mostly books of his own.)

Reading Review: Breakthrough Advertising by Eugene Schwartz

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Handbook: A Step-By ...

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There was one copywriter who made millionaires from people who read his book, although they never wrote an ad. Eugene Schwartz wrote a classic on copywriting that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except... Fortunately Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a review of his classic text to life again. You can learn: - How to create ads which sell your products at the

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Advertising
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