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Breakthrough Advertising Hardcover - Unabridged, January 1, 2004 by Eugene M. Schwartz (Author), Martin Edelston (Foreword) 4.9 out of 5 stars 50 ratings. See all formats and editions Hide other formats and editions. Price New from Used from Hardcover "Please retry" \$500.00 — \$500.00:

Breakthrough Advertising: Eugene M. Schwartz, Martin ...

An advertising copywriter whose specialty was direct-mail campaigns, Mr. Schwartz was the author of 10 books, including "Breakthrough Advertising" and "The Brilliance Breakthrough." He wrote some of the most celebrated lines in direct-mail advertising, such as "Give Me 15 Minutes and I'll Give You a Super-Power Memory," which ...

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Dear friend, Human behavior hasn't changed since 1966. Actually, I could plug in any year before 1966 (1066?) and say the same thing. And while many think this classic book is only about creative, copywriting and direct marketing, it is more importantly about human behavior...how we can predict it and how we need to be immersed in what it takes to understand why people do the things they do ...

Breakthrough Advertising - The Official Copy

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Reading Review: Breakthrough Advertising by Eugene Schwartz

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Eugene M. Schwartz' Breakthrough Advertising Review Notes ...

Breakthrough advertising by Eugene M. Schwartz, 1966, Prentice-Hall edition, in English

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Breakthrough advertising | Open Library

The study underlines the importance of finding your advertising niche. Since eBay is renowned for selling used and hard-to-find merchandise, customers will naturally go to eBay's homepage and then begin a search, rather than the other way around.