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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 ...

### Breakthrough Advertising by Eugene M. Schwartz

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

The list price for used copies of Breakthrough Advertising is expensive because the book had a limited initial run in 1966, but has since become a cult classic in the marketing industry. The price is high on Amazon because sellers are listing the book there and drop shipping it from the Titans Marketing re-print.

### Reading Review: Breakthrough Advertising by Eugene Schwartz

Hey Fastlaners, So I've been snooping around for a copy of Breakthrough Advertising by Eugene Schwartz for some time, but those of you who are familiar with the book will know it's incredibly rare to find and often goes for \$500-\$1500 a piece. Though I've stumbled upon a \$12.95 softcover...

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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 launched the first ...

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

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

### Breakthrough advertising (1966 edition) | Open Library

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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.

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