

## Breakthrough Advertising Eugene M Schwartz

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### Breakthrough Advertising Eugene M Schwartz

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Breakthrough Advertising Book By Eugene M. Schwartz Breakthrough Advertising Book By Eugene M. Schwartz This is not a book just for copywriters and other advertising experts, but a book for all business owners, marketing experts, or anyone who needs to increase sales.

### Breakthrough Advertising by Eugene M. Schwartz

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.

### Breakthrough Advertising by Eugene Schwartz | Published by ...

EUGENE M. SCHWARTZ was born on March 18, 1927, in Butte, Mont., and studied at the University of Washington. He moved to New York City in 1949, joining the advertising firm of Huber Hoge & Sons as a messenger boy and working his way up to copy chief. In 1954 he went into business on his own.

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Everyone practicing copywriting or marketing today needs as much Gene Schwartz in their life as possible. I believe he might be the most important figure in the history of advertising when it comes to the merging of human behavior with copywriting and marketing.

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Gene Schwartz said over and over, publicly and in private: "The greatest mistake marketers make is trying to create demand" And one of the most fascinating things you should know about Gene (and so many other legends we consider the greatest copywriters of all time) is that he was never about trying to create mass desire; rather, he saw his ...

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