

## Eugene M Schwartz

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Copywriter, Entrepreneur, Author Author of Breakthrough Advertising, Mail Order, The Brilliance Breakthrough, The Rodale Press Workshop on Copywriting, Gene Schwartz on Breakthrough Copy and many others " Gene is arguably one of the best copywriters of all time. "

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Eugene M. Schwartz goes into the detail of copywriting for printed ads for newspapers, magazines and direct mail business. There was no Internet back at his time and I believe that most people didn't even own a TV set.

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Breakthrough Advertising Eugene M. Schwartz, Martin ...  
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. WHAT ARE OTHERS SAYING?

Breakthrough Advertising by Eugene Schwartz | Published by ...  
Dr. Schwartz has been setting the highest standards of excellence in medicine for over 25 years! He earned his Doctor of Medicine degree from Albert Einstein College of Medicine before completing his internship and residency at the University of Florida Medical Center, Shands Teaching Hospital.

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Breakthrough Advertising by Eugene M. Schwartz is a 1966 advertising classic and since it ' s out of print, the price for this very detailed marketing manual is quite steep, starting from \$125 upwards. Breakthrough Advertising by Eugene M. Schwartz " The greatest mistake marketers make is trying to create demand " writes Eugene M. Schwartz

Summary of Breakthrough Advertising by Eugene M. Schwartz ...  
Evgeny Lvovitch Schwartz (Russian: ; October 21 [ O.S. October 9] 1896, Kazan, Russian Empire – January 15, 1958, Leningrad, USSR) was a Soviet writer and playwright, whose works include twenty-five plays, and screenplays for three films (in collaboration with Nikolai Erdman).

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