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The Brilliance Breakthrough by Eugene M. Schwartz. Learn how to write the most powerful messaging for Advertising, Copywriting and Marketing to get the reader to respond and buy.

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Foreword to the Titans Marketing edition of The Brilliance Breakthrough: How To Talk And Write So That People Will Never Forget You This masterpiece you now hold in your hands, which has been a lost classic from almost the day Gene Schwartz wrote it, might be the most influential book you will ever read assuming you plan on communicating with other human beings in the future.

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Eugene M. Schwartz war einer der begnadesten Werbetexter für Direkt Marketing aller Zeiten. Seine Kampagnen spielten für ihn und seine Klienten Milliarden US-Dollar ein. Einige seiner Arbeiten ...

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This book is without a doubt the holy grail if you're a copywriter or even a marketer who likes to read and write ads, handouts, etc. I love to write, always have, always will, but when I found out how much this content was worth, I had to read it.

The Brilliance Breakthrough is here... - Brian Kurtz

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The Brilliance Breakthrough by Eugene M. Schwartz is actually a brilliant book, and it's one of the most useful tools out there. Many people who have read it admit that it's totally changed their lives. This is a key book for anyone who is involved in marketing, and it's great for copywriting too. In a ...

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