

# Breakthrough Advertising By Eugene M. Schwartz

By Eugene M. Schwartz

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## Eugene M. Schwartz (Author of Breakthrough -

Eugene M. Schwartz is the author of Breakthrough Advertising (4.71 avg rating, 129 ratings, 13 reviews, published 1966), Confessions of a Poor Collector

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Breakthrough Advertising, by Eugene Schwartz, teaches you how to be successful, not just how to advertise.

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Eugene Schwartz is one of copywriting and advertising's legends. His story is well known among copywriters: He started in mail order as a delivery boy in 1949 and

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