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The Lost Secrets of Breakthrough Advertising

Eugene Schwartz was a master of copywriting His sales copy & letters have generated more than 150 million dollars in sales! Eugene M Schwartz was born on March 18, 1927, in Butte, Montana and studied at the University of Washington In 1949 he moved to New York City to work for the advertising

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9) "Breakthrough Advertising" by Eugene Schwartz This book was written by one of copywriting and advertising's legends: Eugene Schwartz This book was so valuable that, when the book was out of print, copies were being stolen from libraries and sold on eBay for over \$1000

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