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Breakthrough Advertising By Eugene M. Schwartz ☐☐☐☐FAST ... Legendary copywriter Eugene Schwartz created a system of working that, before he was finished, enabled him to write nine books (including the classic Breakthrough Advertising), dozens and dozens of successful ads, and countless articles for well-known publications all over the world.

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Breakthrough Advertising Eugene M Schwartz 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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