

Breakthrough Advertising Eugene M Schwartz

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Breakthrough Advertising Eugene M Schwartz

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From The Desk Of Brian Kurtz Gene Schwartz was my friend and mentor for more than 20 years. I am honored to have the

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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.

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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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Gene Schwartz said over and over, publicly and in private: "The greatest mistake marketers make is trying to create demand" And one of the most fascinating things you should know about Gene (and so many other legends we consider the greatest copywriters of all time) is that he was never about trying to create mass desire; rather, he saw his ...

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