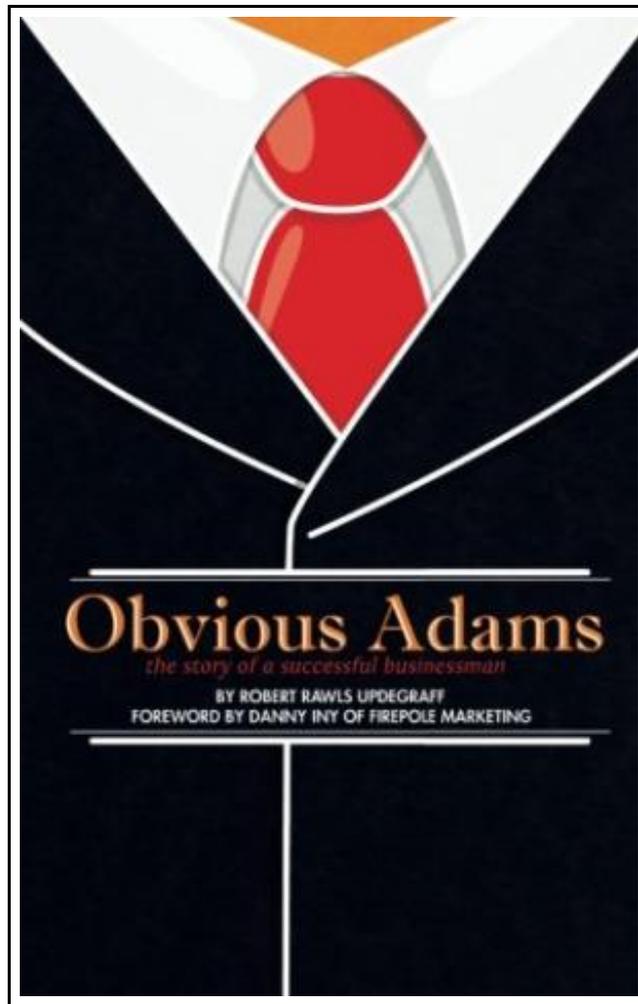


Obvious Adams (Special Edition): The Story of a Successful Businessman (Paperback)



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Reviews

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(Ena Klein MD)

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Createspace, United States, 2013. Paperback. Book Condition: New. Special. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The Secret Weapon of the World s Top Copywriters Obvious Adams is a short and simple story that was written almost a century ago. Hardly anyone has heard of it, but those who do swear by it, and they tend to be some of the world s top copywriters. For example, Gary Bencivenga, who retired in 2003 as the world s most effective and highest paid copywriter, named Obvious Adams as one of the most important copywriting and business books he s ever read. Some say that Bencivenga was given the book by David Ogilvy himself, the father of modern advertising. And some even whisper that the allegorical character of Obvious Adams is a veiled reference to Claude Hopkins, whose work is studied by serious marketers to this day. So make use of this treasure that you hold in your hands. Read it once, to enjoy the story. Then read it a second time, to appreciate the wisdom that it shares. Make notes in the margins, and carefully apply what you learn - and your future customers will thank you for having done so!.

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Echo Library, United States, 2008. Paperback. Book Condition: New. Illustrated. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s...

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Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.Merry Xmas! Your kid will love this adorable Christmas book...

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Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday...

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Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 222 x 148 mm. Language: English . Brand New Book. This is volume nine, Reading Level 2, in a comprehensive program (Reading Levels 1

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ZONDERVAN, United States, 2010. Paperback. Book Condition: New. 180 x 127 mm. Language: English . Brand New Book. The Case for the Resurrection, a ninety-six-page booklet from bestselling author Lee Strobel, provides new evidence that

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Createspace, United States, 2013. Paperback. Book Condition: New. 248 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****.ABOUT SMART READS for Kids . Love Art, Love Learning Welcome. Designed to

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