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Breakthrough Advertising Hardcover – Unabridged, January 1, 2004 by Eugene M. Schwartz (Author), Martin Edelston (Foreword)

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This month, CU Anschutz launches a new identity and advertising campaign, This is Breakthrough, that showcases how the three entities on campus – the University of Colorado, Children's Hospital Colorado and UHealth University of Colorado Hospital – deliver cutting-edge health science and patient care.

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Get insights into what motivates customers to buy. We turn complex market data into a plan to increase customers and grow revenue. Our powerful marketing technology is accessible and easy to use, so you can address issues most important to your business with the facts from the marketplace.

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"With this marketing effort, we aim to make the University of Colorado Anschutz Medical Campus name renowned from coast to coast, and our brand synonymous with world-class health science and care." This is Breakthrough will be a multifaceted marketing campaign running on both local and national platforms.

University of Colorado Anschutz Medical Campus: This Is ...

So I've been snooping around for a copy of Breakthrough Advertising by Eugene Schwartz for some time, but those of you who are familiar with the book will know it's incredibly rare to find and often goes for \$500-\$1500 a piece.

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This is BREAKTHROUGH: Telling our story to the world

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Breakthrough Advertising is the advertising and business guide which shares the proven techniques and methods of doing business. Eugene M. Schwartz is the author of this impressive advertising book. Advertising is the main step in promoting business and companies have a separated budget for advertising.

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