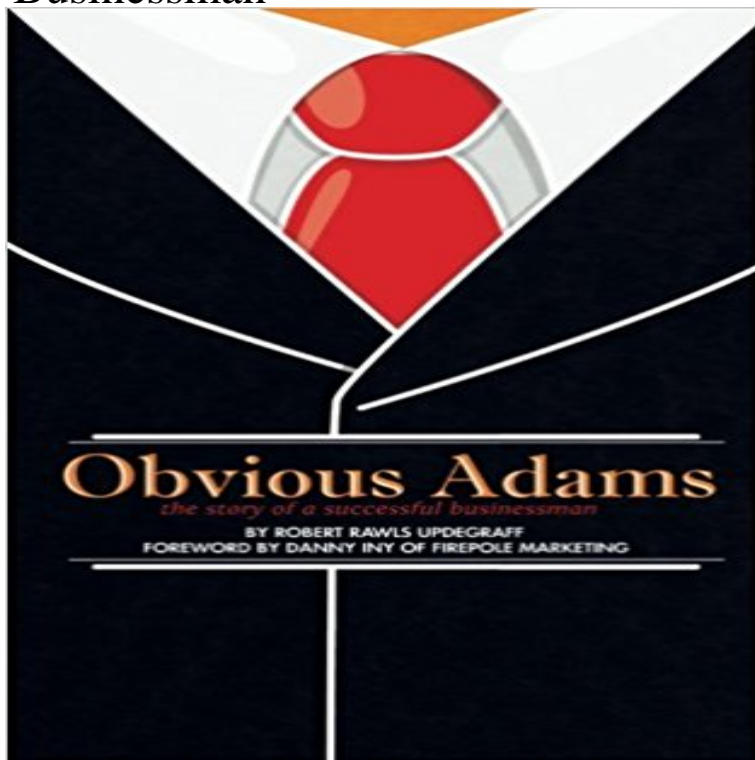


Obvious Adams (Special Edition): The Story of a Successful Businessman



The Secret Weapon of the Worlds 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 worlds top copywriters. For example, Gary Bencivenga, who retired in 2003 as the worlds most effective and highest paid copywriter, named Obvious Adams as one of the most important copywriting and business books hes 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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