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The Seven Lost Secrets of Success

By Joe Vitale

Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. The Seven Lost Secrets of Success is the completely updated revision of Joe Vitale's 1992 self-publication by the same name. This is the world's first book on the marketing and advertising secrets of Bruce Barton, 1920s celebrity and co-founder of the famous BBDO ad agency. The book has gone through eleven printings since its first printing. One person bought 19,500 copies of the book, for every member of their network marketing company. The book has an underground following who consider it an inspirational bible. Besides the seven secrets revealed in the book, it also contains a rare 1925 sales letter that pulled a 100% response, as well as rare ads by Bruce Barton. Vitale will update the book for the Wiley edition of this timeless classic, for a 2007 release. Printed Pages: 224.


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