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Nota di contenuto	The Seven Lost Secrets of Success: Million Dollar Ideas of Bruce Barton, America's Forgotten Genius; Contents; About Bruce Barton; Foreword; Acknowledgments; Author's Unusual Introduction; HOW I DISCOVERED LOST SECRETS; THE ULTIMATE GURU; THE MESSIAH OF BUSINESS; THE MAN EVERYONE KNOWS; THE SECOND B IN BBDO; BUSINESS CAN SAVE THE WORLD; SECRETS TO SUCCESS REVEALED; LOST FOR 65 YEARS?; RESULTS GUARANTEED; WHY YOU MUST ADVERTISE NO MATTER WHAT YOU DO; JUST TRY STOPPING; YOUR TRUE KING; HOW TO ADVERTISE; SECRET #1: REVEAL BUSINESS NOBODY KNOWS; A NATION OF STEEL; HOW YOU CAN LIVE FOREVER THE ADVERTISING NOBODY KNOWS THE PRESIDENT NOBODY KNOWS; WHAT PEOPLE REALLY WANT; THE WAR NOBODY KNOWS; THE GASOLINE NOBODY KNOWS; THE BUSINESS NOBODY KNOWS; TEACH THEM WHY; THE YOU NOBODY KNOWS; SECRET #2: USE A GOD TO LEAD THEM;

RIDING TO HER DEATH; THE SERVICE GURU; BECOME THE EXPERT; DOUG JOHNSON'S SECRET; HOW TO CREATE A MIRACLE; POST AND CROCKER AND EARHART; SECRET #3: SPEAK IN PARABLES; SNAP, CRACKLE, POP; HYPNOTIC STORIES; HOW TO SELL BAD PRODUCTS; STORY SELLING; HE DIED A MILLIONAIRE; A BARTON STORY SELLS ME; A MIRACLE LETTER; MARSHALL FIELD; NAPOLEON INSPIRES BARTON SECRET #4: DARE THEM TO TRAVEL THE UPWARD PATH THE ZEST OF THE BATTLE; ONLY YOU SHOULD READ THIS; SECRET #5: THE ONE ELEMENT MISSING; DO YOU SUPPORT IT?; THE ACKNOWLEDGED MASTER; TRUE SERVICE OR GREED?; HONESTY SELLS; YOU CAN FOOL THEM ONCE (MAYBE); THEY TOLD HIM NO; SECRET #6: GIVE YOURSELF AWAY; MONEY IS A BY-PRODUCT; SELAH; WOMEN AND REVOLUTION; "NO CREDIT, PLEASE"; ANOTHER LEVEL OF GIVING; THE FRONT PORCH; HOW GIVING LED TO GREATNESS; TOP THIS; SECRET #7: SHARPEN THE KNIFE; SPIT POLISHED; MAKE IT TIGHT; SMART ADS; HEALING KNIVES; SHARPEN YOUR CHOICES; ACT BEFORE IT'S TOO LATE  
INSTANT ACCESS SEVEN LOST SECRETS THE FIRST SECRET: REVEAL THE BUSINESS NOBODY KNOWS; THE SECOND SECRET: USE A GOD TO LEAD THEM; THE THIRD SECRET: SPEAK IN PARABLES; THE FOURTH SECRET: DARE THEM TO TRAVEL THE UPWARD PATH; THE FIFTH SECRET: THE ONE ELEMENT MISSING; THE SIXTH SECRET: GIVE YOURSELF AWAY; THE SEVENTH SECRET: SHARPEN THE KNIFE; SPECIAL REPORT: ANALYSIS OF BRUCE BARTON'S 100 PERCENT RESPONSE LETTER; IMAGINE WHAT WILL HAPPEN TO YOUR BUSINESS ONCE YOU LEARN THE SECRETS BEHIND THE SUCCESS OF THE HISTORIC SALES LETTER THAT COMMANDED A 100 PERCENT RESPONSE!  
BONUS: THE WORLD'S FIRST SPIRITUAL MARKETER LET'S FACE REALITY; THE VISION; SHARING WEALTH; YOUR CHALLENGE; RESOURCES; J.C. PENNEY; BRUCE BARTON; BOB BLY; JOHN CAPLES; DOTTIE WALTERS; THE SECRETS OF THE SECOND B IN BBDO: THE COPYWRITER NOBODY KNOWS; THE STORY OF THE SECOND B IN THE BBDO (BATTEN, BARTON, DURSTINE, & OSBORN) AGENCY; THE SIX IMMUTABLE LAWS OF ADVERTISING; A SHORT, SHORT COURSE IN COPY; LOST GENIUS REVEALS HOW TO WRITE SALES MATERIALS THAT SELL: OR, BRUCE BARTON'S SIX POINTS FOR WRITING ADS; THE ADS THAT NOBODY KNOWS; Recommended Reading; Bibliography; Index; About Dr. Joe Vitale

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## Sommario/riassunto

Praise for The Seven Lost Secrets of Success "Buy this book, apply these secrets, and your prosperity will be assured." -Dan McComas, President, Dan McComas Associates, Marketing & Management Consultants "This breakthrough book, based on the ideas of a forgotten genius, will help smart marketers increase their effectiveness a minimum of fivefold." -Bruce David, publisher of Starting Smart "The principles are sound and sensible and guaranteed to help any businessperson make more money. Since 99.9 percent of businesses don't use them, anyone putting the seven lo

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