

## Copy Logic The New Science Of Producing Breakthrough Copy Without Criticism

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Copy Logic! The New Science of Producing Breakthrough Copy ...

Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) eliminates both of these problems. It is far and away the best -- and fastest -- way to improve copy... and cut a copywriter's learning curve in half.

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Copy Logic! The New Science of Producing Breakthrough Copy (Without Criticism) eliminates both of these problems. It is far and away the best. Back in the "old days" of direct marketing, producing copy was a long, painstaking ordeal.

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Access Free Copy Logic The New Science Of Producing Breakthrough Copy Without Criticism illustration of the post hoc ergo propter hoc fallacy (i.e., the fact that A happened before B does not mean that A caused B). This is the same reason why it is invalid to say, "I took

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