

The Wisdom of Ginsu: Carve Yourself a Piece of the American Dream

Barry Becher, Edward Valenti



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The Wisdom of Ginsu: Carve Yourself a Piece of the American Dream Barry Becher, Edward Valenti This is not a book about marketing, but a roadmap to realizing your dreams.

Barry Becher and Ed Valenti set the stage for today's infomercials with their now-famous television techniques. Their zany commercials-advertising such products as the Miracle Painter, Armourcote cookware, and, most famously, the Ginsu® knife-captured both the imagination and pocketbook of the American public.

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