



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

By Barry Becher, Edward Valenti



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

And they became millionaires in the process.

But Wait, There's More!

You'll learn how to get a better price on anything you buy, how to get better service anywhere, even how to get easily get bumped from coach to first class on an airline.

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