



## Sales Letters That Sizzle : All the Hooks, Lines, and Sinkers You'll Ever Need to Close Sales

By Herschell Gordon Lewis

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*By Herschell Gordon Lewis*

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### **Editorial Review**

About the Author

**Herschell Gordon Lewis** is the author of more than 20 books on advertising, copywriting, and direct marketing. He is chairman of BJK&E Direct, a full-service marketing consulting firm.

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