

## Quote Me on This: The Wit and Wisdom of Coleman Cox



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*(Nels Runte IV)*

## QUOTE ME ON THIS: THE WIT AND WISDOM OF COLEMAN COX

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Great Little Book Publishing Co., Inc. Paperback. Book Condition: New. Perfect Paperback. 295 pages. Dimensions: 8.8in. x 6.0in. x 0.9in. A Great Book of Quips and Quotations This book is 300 pages of one-liners, stories, quips, and wisdom. One cannot collect great quotations for very long without finding some great one-liners by Coleman Cox. His favorite topic is sales, but he also covers business in general and life in general. Cox's writing started in 1921 when he decided to print up a small paper booklet with a thick paper cover. As he tells it, this booklet consisted of a few hundred paragraphs telling something of my experiences and observations during thirty years of active business life. He gave away a few thousand of these booklets. After that he received hundreds of letters requesting multiple copies of the booklet. So he printed a second edition, which sold out before the printing was complete. After that the booklet quickly went to a third, fourth, fifth printing, and beyond. Within ten months, *Take It From Me*, the first booklet, had sold millions of copies. So, in 1922 Cox came out with another brilliant collection of witticisms. Every copy was sold out before the printing of the first edition was complete. It didn't take long for Cox to realize that these millions of little booklets were being purchased by business owners as gifts for their employees and clients. Because Cox could easily print off small runs, he offered to print up booklets with a customized message in the front. These messages are often quite heartfelt and are obviously written by business owners striving for a better world. In one customized copy of *Just Plain Talk*, O. R. Peterson writes to his clients: We have come to realize that we owe each other some...

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