

...ence between theory and practice is even bigger in practice than
(unknown) – “Theory is when you know everything, but nothing works
s when everything works, but nobody knows why. Here theory and pra
together: nothing works ... and nobody knows why!” (Albert Einstein
having been in magic for forty years now, I can sincerely affirm that
y competence to perform magic from practicing and performing a lot
my understanding of it from theory.” (Roberto Giobbi) – “Whenever
looks like the only possible one, take it as a sign that you understand
e theory nor the problem it is supposed to solve.” (Karl Popper) – A
re legitimate, no matter. What matters is what you do with them.” (Jor
ges) – “God was a bachelor. One can therefore rightly assume that h
ments referring to marriage where more of a theoretical than practic
Peter Ustinov) – “You never know, but you can always think.” (Robe
) – “Theory dreams, practice teaches.” (Karl von Holtei) – “There
s practical as a good theory.” (Gustav Robert Kirchhoff) – “Experien
neory is blind, but theory without experience is mere intellectual play

Of Secrets

The 52 Most Important & Practical
Strategies in Magic

Roberto Giobbi

el Kant) – “In theory there is no difference between theory and practice
e there is.” (Benjamin Brewster, popularized by Yogi Berra) – “Before
ried, I had six theories about raising children; now, I have six children
eories.” (John Wilmot) – “If the facts don’t fit the theory, change the
lbert Einstein) – “He who loves practice without theory is like the sailor
ards a ship without a rudder and compass and never knows where he
” (Leonardo da Vinci) – “It doesn’t matter how beautiful your theory
n’t matter how smart you are. If it doesn’t agree with experiment, it

There is far more to a trick than its mechanics and presentation.

In this book best-selling author Roberto Giobbi discusses the essential ingredients of Artistic Magic, the hallmark of all successful magicians. Never before have these closely guarded secrets been identified, named and explained in such a detailed, yet succinct way, in one single volume. The concepts are illustrated with a superior trick, technique or presentation from Roberto's working repertoire, all written in a captivating style. The study of this book will change the way you view and practice magic.

Roberto Giobbi (1st May 1959) is a full-time professional performer, lecturer and author. His essays and columns have appeared in over fifty magic magazines. His numerous books include the five-volume *Card College*, the most widely translated set of magic books in history, considered worldwide as the standard text on sleight-of-hand card magic. Among his awards are the Literary Fellowship from the Academy of Magical Arts (2021), the John Nevil Maskelyne Award for Literature from the Magic Circle of London (2014) and the FISM Theory & Philosophy Lifetime Achievement Award (2015). He lives in Switzerland, and works worldwide.

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