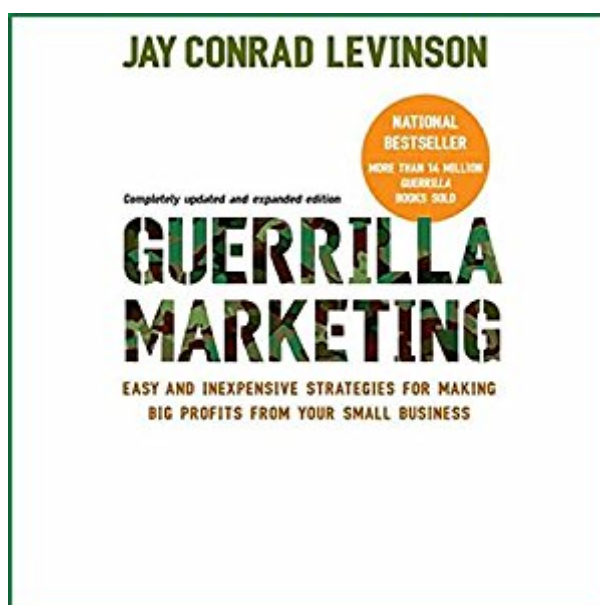


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Guerrilla Marketing: Fourth Edition



Synopsis

When *Guerrilla Marketing* was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Filled with hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely revised and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success in the next century. Filled with strategies for marketing on the Internet (explaining when and precisely how to use it), tips for putting other new technologies to work, programs for targeting prospects and cultivating repeat and referral business, and management lessons in the age of telecommuting and freelance employees, this book will be the entrepreneur's marketing bible in the 21st century.

Book Information

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Customer Reviews

I read this book when it was first published in 1984 and recently read the Third Edition, curious to know how relevant Levinson's ideas have remained during the almost 20 years since then. He has revised and updated the book to accommodate the emergence of the Internet, e-business, and globalization initiatives. To his credit, his *Guerrilla* principles remain valid and, if anything, are even more relevant and more valuable now than ever before. It is important to keep in mind that, as he explains in *Guerrilla Creativity*, creative marketing is not something that you do. "Instead, it's something that your prospects get." *Guerrilla* principles guide and inform initiatives by which to produce desired results, whatever those may be. Perhaps to create or increase demand for what one offers. (I use the word "offers" rather than "sells" because the same principles can also be

invaluable, for example, to those seeking charitable contributions to a non-profit organization.) Perhaps to inform a prospect or reassure a client; in terms of a competitor, perhaps to create confusion, discomfort, and even despair. Although the book's subtitle suggests that the "secrets" provided will help to make big profits from a small business, Levinson's principles can (as I have indicated) help to achieve a variety of other desired results which may include but are not limited to profits; moreover, his principles can be as helpful to a multinational corporation as they can to a local family-owned business. The material is carefully organized within five sections: The Guerrilla Approach to Marketing -- Updated, Mini-Media Marketing, Maxi-Media Marketing, Nonmedia Marketing, and finally, Launching Your Guerrilla Marketing Attack.

With thousands of books written on marketing and its implementation for all business sizes, this book has created a unique brand name for itself with a series of books all aimed at a particular type of marketing - Guerrilla Marketing. As its name implies, these books are aimed at achieving significant results through non-traditional marketing avenues that have now become fairly established and are probably not Guerrilla tactics anymore (in the strictest sense of the word). This book though originally written in the 1980s has been updated in late 1990s and the update has been driven by the feedback received over 15 years. If you are a small business owner or someone responsible for the marketing division of a small business, you may not have that much money available to run your marketing campaigns professionally and using more traditional channels. Therein lies the appeal to this book that assumes that your only resources are time, energy, and imagination. The book is split into 5 sections - the first section is an introduction to the whole Guerrilla Marketing process all the way from its definition to the thirteen most important marketing secrets and how to develop a Guerrilla Marketing plan. The second section focuses on mini-media marketing which is nothing but the various marketing approaches you can use - canvassing, personal letters, telemarketing (don't be discouraged as the author explains how to do this right and not annoy people), brochures, etc. The third section is about maxi-media marketing which means all the marketing techniques that cost money. But the author has a compelling argument that it is worthwhile if you can benefit from it financially. Newspapers, magazine advertising, radio, television, etc.

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