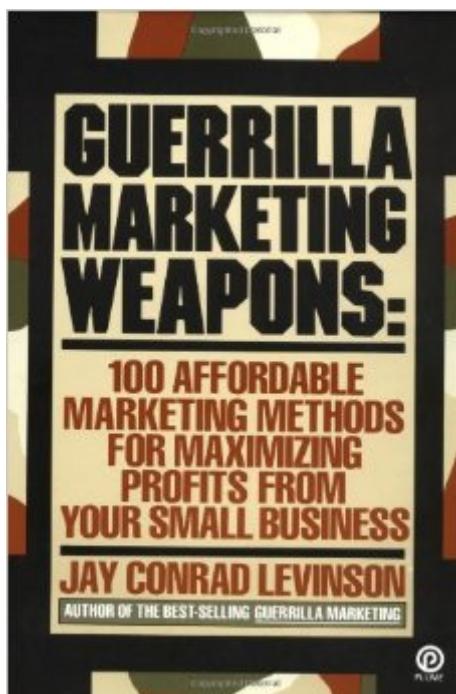


The book was found

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume)



Synopsis

Levinson's new book is a nuts-and-bolts approach to his revolutionary guerrilla marketing technique, targeted to the more than 11 million small and medium-sized businesses nationwide in need of successful marketing solutions. Levinson identifies 100 "weapons" that minimize expenses and maximize profits.

Book Information

Series: Plume

Paperback: 272 pages

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Average Customer Review: 4.1 out of 5 starsÂ See all reviewsÂ (27 customer reviews)

Best Sellers Rank: #1,046,823 in Books (See Top 100 in Books) #214 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #680 inÂ Books > Business & Money > Economics > Money & Monetary Policy #697 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing

Customer Reviews

Today there are many small businesses operating online that hope to improve their chances at becoming highly successful. Typically, many of them are run from homes or small offices on a small budget with little or no previous entrepreneurial experience. Guerrilla Marketing Excellence was written by Jay Conrad Levinson to offer much needed marketing assistance to many small businesses like these. Sub-titled The Fifty Golden Rules For Small-Business Success, Levinson offers small business operators insightful ideas that will make a difference. Consider his advice to operate honestly and above reproach, producing and maintaining customer satisfaction, building good customer rapport, establishing customer follow-up, using the right marketing words and avoiding the wrong ones, letting professionals produce you marketing materials for you, building alliances with other companies, offering free incentive gifts, and keeping up on what the competition is doing! Like other books in the Guerrilla series, Levinson encourages his readers to act aggressively when it comes to marketing opportunities. He advocates adherence to his "Golden

Rules" and encourages them to be on the lookout for opportunities that may pass their way. He cites throughout the book some examples of real people and companies who succeeded with their marketing strategies and why they did, as well as pointing out those who failed and why. Readers may be in for a few surprises! Although this book has been around since 1993 it still packs plenty of top-notch advice that will stand the test of time and can be used in any business setting, including online use. Consider where your business is at now and ask yourself if you need help.

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