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Guerrilla Marketing: Cutting-edge Strategies for the 21st Century (Paperback)

By Jay Conrad Levinson

Little, Brown Book Group, United Kingdom, 2007. Paperback. Book Condition: New. 232 x 152 mm. Language: English . Brand New Book. First published in 1983, Jay Levinson's Guerrilla Marketing has become a classic in the field of business, revolutionising marketing for small businesses all over the world and creating a new way to understand market share and how to gain it. It also launched a veritable Guerrilla Marketing industry, including dozens of future Guerrilla books, CDs and speaker events. In this completely updated and expanded fourth edition of Levinson's first Guerrilla Marketing book, his take-no-prisoners approach to finding clients is on full display, as he offers hundreds of marketing ideas that really work and a new roadmap for small-business success in the global marketplace. Filled with leading-edge strategies for marketing on the Internet, putting new technologies to work, targeting prospects, cultivating repeat and referral business, and managing in the age of telecommuting and freelance employees, among others, Guerrilla Marketing will be the entrepreneur's marketing bible for the twenty-first century.



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