



Startup Guide to Guerrilla Marketing: A Simple Battle Plan For Boosting Profits

By Levinson, Jay

Entrepreneur Press, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: The father of guerrilla marketing offers the primer for the bestselling book More than two decades and dozens of bestselling books have proven that guerrilla marketing is the number one low-cost method for marketing a business. If you want to take advantage of its powerful, effective techniques but don't know where to start, the man who started it all teaches you just what to do. Jay Conrad Levinson, the father of guerrilla marketing, and Jeannie Levinson have teamed up to produce a beginner-oriented guide that shows you how to get started with guerrilla marketing. Presented with a generous supply of true-life stories from the Levinsons' rich experience, it breathes life into the hottest and most well-known school of marketing so that you are able to compete with assurance and market profitably.



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