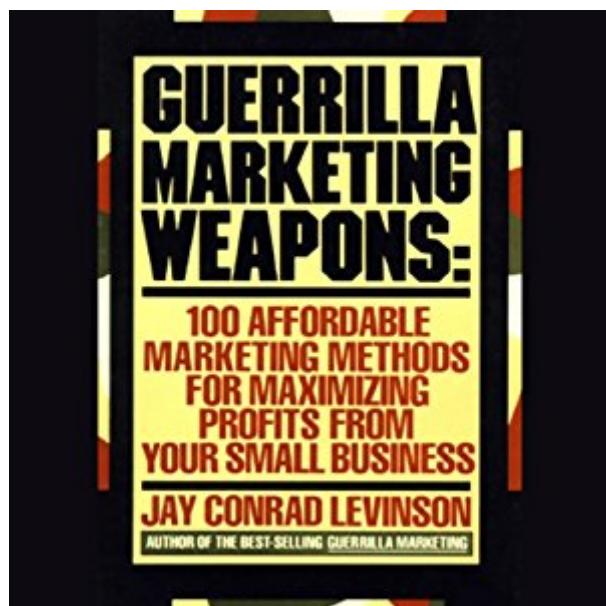


The book was found

Guerilla Marketing Weapons



Synopsis

Too many small and mid-sized businesses offer gold-medal quality and service yet struggle to pay their bills and stay in business. What they need are guerrilla marketing weapons to put energy behind their dreams. This indispensable nuts-and-bolts guide outlines every weapon you need to make a significant bottom-line difference in your company. These weapons will add potency to your marketing attack and substantially increase profits. They work for all types of small and medium businesses, even nonprofit organizations. Among them are fourteen powerhouse weapons for start-up businesses and five substantial lifts to already running operations. All are inexpensive to implement, and fully half of them are cost-free. --This text refers to the Audio CD edition.

Book Information

Audible Audio Edition

Listening Length: 6 hoursÂ andÂ 35 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Blackstone Audio, Inc.

Audible.com Release Date: November 16, 2006

Language: English

ASIN: B000KLPGR6

Best Sellers Rank: #56 inÂ Books > Business & Money > Marketing & Sales > Marketing > Industrial #261 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #352 inÂ Books > Audible Audiobooks > Business & Investing > Marketing & Sales

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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