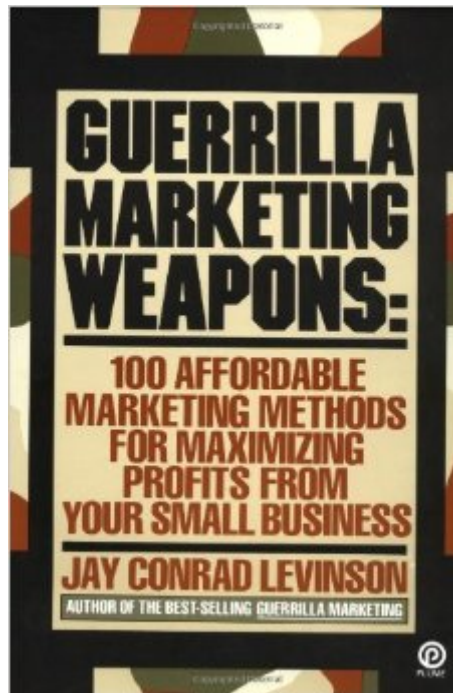


The book was found

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

Publisher: Plume; Reissue edition (November 1, 1990)

Language: English

ISBN-10: 0452265193

ISBN-13: 978-0452265196

Product Dimensions: 5.5 x 0.6 x 7.9 inches

Shipping Weight: 7.2 ounces

Average Customer Review: 4.1 out of 5 starsÂ Â 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.

[Download to continue reading...](#)

Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume) The Best of Guerrilla Marketing: Guerrilla Marketing Remix Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Build a Classic Timber-Framed House: Planning & Design/Traditional Materials/Affordable Methods FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today (Edition 3rd Updated) by Levinson, Jay Conrad, Perry, David E. [Paperback(2011)] Guerrilla Marketing: Fourth Edition The Guerrilla Marketing Handbook Bound for Glory (Plume) The Basic Darkroom Book (Plume) Princess Plume Rocket Exhaust Plume Phenomenology Writing for Children (Plume) Summer of Love: The Inside Story of LSD, Rock & Roll, Free Love and High Times (Plume Books) Guerilla Marketing Weapons

[Dmca](#)