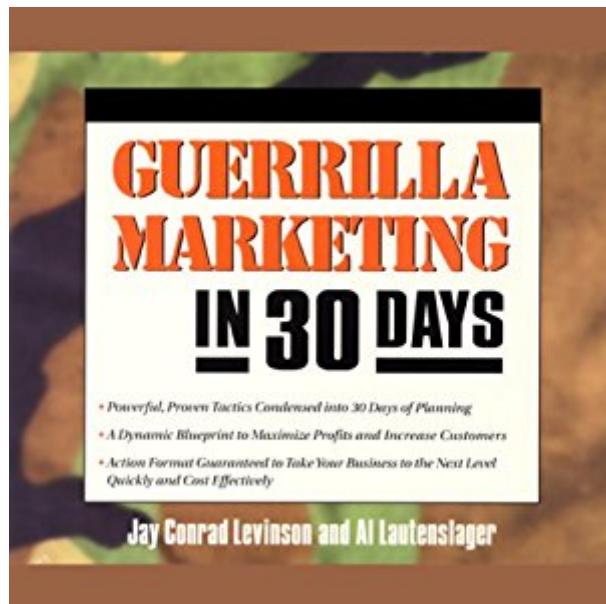


The book was found

Guerrilla Marketing In 30 Days



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 MP3 CD edition.

Book Information

Audible Audio Edition

Listening Length: 3 hours and 55 minutes

Program Type: Audiobook

Version: Abridged

Publisher: Entrepreneur Media, Inc.

Audible.com Release Date: November 16, 2006

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ASIN: B000KLPGSK

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Customer Reviews

I will disclose to you at the outset that this is NOT the latest in advertising. It is a great resource, but at times you'll be reminded how much technology, networking, and business have changed since it was written. But don't let that get you down. It may help to remember how many times you've heard that Twitter and Facebook can quadruple your business, but you are left wondering "how?". Throughout the book the ideas listed got me thinking creatively. I have been using 7 of the "starter" tools to help clients figure out where they are on their branding/identity. I think it's refreshing to find a resource that gets us thinking of something outside of the latest and greatest, and that addresses today's economic reality for small businesses. Everything in the book is either low-cost or free. And much of it can be translated into new technology. It's a great addition to your marketing or Guerrilla Marketing library.

This is a good book for people who doesn't want to know about the whole Guerrilla Marketing theory, but only the weapons it uses. Besides, it is not up to date in some of the weapons. I would rather to recommend "Startup Guide to Guerrilla Marketing: A Simple Battle Plan for First-Time Marketers" or "Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your SmallBusiness" all from the same autor.

Enjoyed the read, with some really good points to use in marketing your small business. Thank you for the advise.

if you are in marketingbuy it

Logical information. Not my cup of tea though.

Lots of useful ideas. Fast read. In fact, more ideas that you can really implement. Buy used and save money.

GREAT MARKETING BOOK

Anyone engaged in or considering starting a small business would do well to read both this book and Levinson's other writings on the subject. Most small businesses fail due to poor marketing and you'll find great solutions to that problem in this series.

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