

## **BOOK GUERRILLA MARKETING**



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### **Guerrilla Marketing Easy and Inexpensive Strategies for**

If small business owners could read no other book, I would love to have them study Jay Conrad Levinson's Guerrilla Marketing: Secrets for Making Big Profits From your Small Business. Originally published in the early 1980s, Guerrilla Marketing is a must-read for entrepreneurs searching for inexpensive yet effective marketing strategies.

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The concept of Guerrilla business began as the book Guerrilla Marketing. This first book was published in 1984 and it was created to help small business succeed against large and established competitors with large advertising budgets.

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### **Guerrilla Marketing Easy and book by Jay Conrad Levinson**

The book is split into 5 sections - the first section is an introduction to the whole Guerrilla Marketing process all the way from its definition to the thirteen most important marketing secrets and how to develop a Guerrilla Marketing plan.

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### **What Is Guerrilla Marketing**

Guerrilla Marketing is an advertising strategy that focuses on low-cost unconventional marketing tactics that yield maximum results. The original term was coined by Jay Conrad Levinson in his 1984 book Guerrilla Advertising .

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### **Guerrilla Marketing Official Site**

As you may know, the concept of Guerrilla business began with the book Guerrilla Marketing. This first book, published in 1984, started a movement and became over 50 books, published into 62 languages and selling over 21 Million copies around the globe.

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### **Guerrilla marketing Wikipedia**

Guerrilla marketing is an advertisement strategy to promote products or services on the streets or other public places with little money. This involves getting the attention of the public. Guerrilla marketing is done in public places such as shopping centers, parks or beaches to attract a big audience. It was popularized by Jay Conrad

Levinson in the book Guerrilla Marketing, 1984.

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**Guerrilla Marketing The Self Publishing Author**

The term guerrilla marketing was created by Jay Conrad Levinson author of a series of books on the subject. The idea is to make as large of an impact as possible without spending tremendous amounts of money.

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