



Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

By Jay Conrad Levinson

Houghton Mifflin. Paperback. Book Condition: New. Paperback. 384 pages. When Guerrilla Marketing was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely updated and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success including strategies for marketing on the Internet (explaining when and precisely how to use it) tips for using new technology, such as podcasting and automated marketing programs for targeting prospects and cultivating repeat and referral business management lessons in the age of telecommuting and freelance employees. Guerrilla Marketing is the entrepreneurs marketing bible -- and the book every small-business owner should have on his or her shelf. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Paperback.



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