

The Complete Idiot S Guide To Guerrilla Marketing

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Summary: Free the complete idiot s guide to guerrilla marketing pdf download - attention-grabbing money-saving ideas now small to mid-sized companies entrepreneurs and their marketing staff can expand their customer base in new and exciting ways written by marketing experts this guide presents a detailed blueprint for gaining new customers while saving money at the same time readers will learn how to create local and national word-of-mouth buzz internet strategies including viral ads promise-based marketing and community building tips on product placement in the media and much more written by a pair of expert authors includes dozens of effective practical money-saving ideas

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