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## Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet

By Jay Conrad Levinson & Shel Horowitz

Times Group Books, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. In true guerrilla marketing tradition, Guerrilla Marketing Goes Green presents unbeatable insurgent tactics for increasing your profits while improving your planet. This book provides both the theory and the practical roadmap. It presents good reasons why ethical businesses work better, and also offers solid marketing tools that these ethical business owners can harness in order to grow their businesses. For struggling businesses that haven't learned how to market themselves as ethical, environmentally friendly, active corporate citizens that their prospects want to do business with, it could be a lifeline. The book also discusses blogs, social networking websites (not just Facebook and MySpace, but several lesser-known ones, such as Plaxo), podcasts, and teleseminars. Printed Pages: 264.



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