



## Mastering Guerrilla Marketing: 100 Profit-Producing Insights That You Can Take to the Bank

By Levinson President, Jay Conrad

Mariner Books, 1999. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Introduction The Benefits of Mastering Marketing Insights into Planning Insights into Weaponry Insights into Media Insights into Online Marketing Insights into Direct Response Insights into People Insights into Attitudes Insights into Technology Insights into Economizing Insights into Attacking Insights into Action Index.



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