### Guerrilla Marketing for the New Millennium (Paperback)



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### Reviews

Completely among the best ebook I actually have possibly read. It can be rally fascinating throgh reading through period of time. I am very easily can get a pleasure of studying a written ebook. (Mr. Antone Rogahn Sr.)

#### **GUERRILLA MARKETING FOR THE NEW MILLENNIUM (PAPERBACK)**



Morgan James Publishing llc, United States, 2005. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. History is full of stories where tiny, unadvanced armies have handily defeated better equipped and much larger armies. The history of these battles is the history of guerrilla warfare. It may shock you how many of the big business names (that are now household words) started out as struggling small businesses. The history of the ascent of these icons is the history of guerrilla marketing. Until 1984, the principles of guerrilla marketing were known only by a select few people in the world. They jealously kept this information quiet with almost fanatical secrecy. And who can blame them? If you had some special knowledge that allowed you to rise to the top of your field, would you want this information to be made public? Of course not! The balance of power was dramatically upset by a maverick marketing genius named Jay Conrad Levinson - a man who is arguably the most respected marketer in the world. He is the man who coined the term guerrilla marketing and introduced these secrets to the average Joe. His concepts are so successful that he has sold over 14 million books on the subject (in 41 languages), his books are required reading in the most respected MBA programs in the world, and he is now the most widely read and respected author of business books in the world. And Jay did all this from scratch. That is, the success of the Guerrilla Marketing brand is a testament to the very principles Jay himself teaches. So, what then, is Guerrilla Marketing all about? Let s take a segment from Jay s new book Guerrilla Marketing for the New Millennium to...

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