

Bookmark File PDF By Jay Conrad Levinson
Guerrilla Marketing 4th Edition Easy And
Inexpensive Strategies For Making Big Profits
From Your Smallbusiness None 42207

By Jay Conrad Levinson Guerrilla Marketing 4th Edition Easy And Inexpensive Strategies For Making Big Profits From Your Smallbusiness None 42207

Identifies one hundred marketing "weapons" that minimize expenses and maximize profits for retailers, manufacturers, and the service industry

Franchisees learn how to write a marketing plan, launch and maintain an ongoing marketing attack, understand their role as a franchisee, and reach sales and profit goals.

Equipping you with action plans, implementation steps and more than 100 marketing weapons, Jay Conrad Levinson, The Father of Guerrilla Marketing, and social media expert Shane Gibson teach you how to combine the timeless principles of guerrilla marketing with the latest social media applications and networks.

Discarding overwhelming statistics, buzzwords and acronyms, Levinson and Gibson provide a step-by-step social media attack plan. Following their take-no-

prisoners guerilla approach, you'll learn how to identify unconventional social media opportunities, engage customers, motivate action, and capture profits away from your competitors. Includes: • 19 secrets every guerrilla social media marketer needs to know • The Guerrilla Social Media Toolkit • The Seven-Sentence Social Media Attack Plan • 22-point social site and blog checklist • 20 types of ROI • Free guerrilla intelligence tools • Future social media weapons that are worth knowing about • And more! This is THE social media guerrilla's go-to guide—learn how to employ a social media plan that earns attention—and profits!

Triple your sales and quadruple your business in 90 days with joint venture partnerships.

Million Dollar Partnering Strategies for Growing ANY Business in ANY Economy

Guerrilla Marketing for Job Hunters 3.0

Guerrilla Marketing and Joint Ventures

Advertising and Marketing Definitions,

Ideas, Tactics, Examples, and Campaigns to Inspire Your Business Success

Make Your Message Irresistible with the Power of Memes

Guerrilla Marketing for the New Millennium

Guerrilla Marketing for Consultants

Provides more than one hundred practical ideas, action

plans, and implementation steps to help businesses identify unconventional social media opportunities to increase online presence, attract customers, and improve profits.

Guerrilla Marketing's Greatest Hits—Updated, Adapted, Remastered... The only book to deliver The Best of Guerrilla

Marketing—a combination of the latest secrets, strategies, tactics, and tools from more than 35 top-selling Guerrilla

Marketing books—updated for a new generation. "When they write the history of marketing thought, Jay doesn't get a page... he gets his own chapter." —Seth Godin, author of

Poke the Box "This book is the culmination of Guerrilla Marketing's huge footprint on the marketing landscape.

Keep it on top of your desk—it will become your marketing bible." —Jill Lublin, international speaker and author,

Jilllublin.com "For business survival in the 21st century, Guerrilla Marketing ranks right up there with food, water,

shelter—and, of course, Internet access." —David Garfinkel, author of Advertising Headlines That Make You Rich "21

million entrepreneurs around the world, including me and most of my clients & friends, owe a debt of gratitude to Jay

Conrad Levinson for his inspiring Guerrilla Marketing advice and mentoring." —Roger C. Parker,

www.PublishedandProfitable.com "Guerrilla Marketing has always been about helping the 'little guy' market effectively

and succeed against big-budget competitors. And now, in the new hyper-connected and hyper-competitive digital age,

Guerrilla Marketing is again proving to be an essential key ingredient to help achieve business success. " —Stuart

Burkow, advisor on making money in business and advocate for free enterprise, www.kingofprofits.com "Jay Levinson

wisely guided my partners and me as we built our company from zero to \$60 million in six years - and sold it! His

brilliant marketing know-how played a huge role in our dramatic success. " —Steve Savage, president, Savage

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International “Guerrilla Marketing is far more than a brand. It has joined Xerox and Kleenex as part of our language.”

—Orvel Ray Wilson, CSP, marketing coach, sales trainer and author “Jay’s original Guerrilla Marketing validated all the marketing I’d been already doing, and opened my eyes to many new possibilities. Since that time, I’ve read many books in the series, and was thrilled to bring Guerrilla Marketing to the environmental world with Guerrilla Marketing Goes Green. Jay has proven over and over again that there’s more to marketing than throwing a lot of money into ads, and that small businesses, nonprofits, and grassroots organizations can market effectively and inexpensively.” —Shel Horowitz, award-winning author, speaker, consultant, green/ethical marketing expert

“Guerrilla Marketing Reigns Supreme as THE Source for Most Affordable and Effective Marketing...Ever!” —David Fagan, owner, The Icon Builder “In the marketing jungle the Guerrilla is king!” —David Perry, Perry-Martel International “Guerrilla Marketing is the Guerrilla Cream that rises to the Guerrilla Top. Those that use it, have used it and will use it get the view from the Top!! This book is one more ticket to your trip to your Guerrilla Top.” —Al Lautenslager,

www.marketforprofits.com “Jay Conrad Levinson’s Guerrilla Marketing series helped revolutionize marketing for the entrepreneurs who transformed small business into the powerful engine that drives economic growth in America. That his work keeps evolving but always stresses ethics, creativity, and technology with makes his achievement all the more valuable and remarkable.” —Michael Larsen, literary agent, Michael Larsen-Elizabeth Pomada Literary Agents Contributions from 35 Guerrilla hits, including: The Guerrilla Marketing Handbook Guerrilla Publicity Guerrilla Marketing in 30 Days Guerrilla Marketing for Writers Guerrilla Social Media Marketing Guerrilla Marketing on the

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Internet Guerrilla Networking Guerrilla Negotiating Guerrilla
Selling Guerrilla Public Speaking Guerrilla Multilevel
Marketing Guerrilla Profits Guerrilla Financing Guerrilla
Business Secrets Guerrilla Breakthrough Strategies Guerrilla
Retailing Guerrilla Rainmaking Guerrilla Marketing for
Consultants Guerrilla Marketing Goes Green Guerrilla
Marketing for Nonprofits

Easy and Inexpensive Strategies for Making Big Profits from
Your Small Business By Jay Conrad Levinson

Based on the most recent research into personal and
professional development, this excellent time management
resource provides simple and effective methods and tools
for managing time and improving your quality of life.

Guerrilla Marketing for Job Hunters 2.0

Guerrilla Creativity

Easy and Inexpensive Strategies for Making Big Profits from
Your Small Business

Mastering Guerrilla Marketing

How to Stand Out from the Crowd and Tap Into the Hidden
Job Market using Social Media and 999 other Tactics Today

Guerrilla Marketing Weapons

Guerrilla Facebook Marketing

Annotation Entrepreneurs and professionals are often
neglected by travel suppliers when it comes to favourable
pricing. Guerilla Travel Tactics presents independent
business travellers with a clear, step-by-step plan for saving
time and money when travelling at their own expense. The
upbeat approach of Guerilla Travel Tactics will instill
confidence in the business traveller to conquer soaring travel
costs. Packed with inside information, the book contains
topics such as getting the lowest possible air fares, finding
hidden discounts at hotels, using the internet and credit

cards to save money and buying only the travel insurance that is needed.

Offers a six-step process for salespeople to operate effectively in a customer-oriented business climate and make a dramatic difference in their careers

Guerrilla Marketers are unique, and they know it and promote it. Therefore, Jason Myers and Merrilee Kimble had to ask themselves: “ How can we make this book unique? ” After all, Guerrilla Marketing, since the original Guerrilla Marketing book was introduced by Jay Conrad Levinson in 1984, has supported and empowered entrepreneurs, small and medium sized businesses, solopreneurs, and people with ideas that they think can be a business. Where does it all begin? That ’ s a simple answer: with a strong foundation of Guerrilla Marketing. Jason and Merrilee spend the first section reviewing the strong foundational elements of Guerrilla Marketing and spend the remaining sections of Guerrilla Marketing sharing today ’ s Guerrilla Marketing tactics, tools, and tips. These are the Guerrilla Marketing resources that every business needs to succeed and generate profits. They also offer a FREE companion course to help entrepreneurs continue to build their rock-solid Guerrilla Marketing foundation. In the companion course, Jason and Merrilee dive deeper with video tutorials, exercises, and the tools entrepreneurs need to build that crucial foundation from which their Guerrilla Marketing success will be born. Guerrilla Marketing also contains 70+ free online tools for small businesses. Jason and Merrilee are continuing Jay Conrad Levinson ’ s

unconventional system of marketing. By understanding not only what marketing is but why it works, they give small and medium sized businesses (SMBs) the opportunity to think and grow big. When the power of one 's SMB is understood and what they can do with Guerrilla Marketing, it not only levels the playing field with competition, but it also tilts the playing field to their advantage.

Guerrilla Marketing Easy and Inexpensive Strategies for Making Big Profits from Your Small Business Piatkus Books
100 Affordable Marketing Methods for Maximizing Profits from Your Small Business

Guerrilla Social Media Marketing

Guerrilla Marketing for Social Media: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits

1,001 Unconventional Tips, Tricks and Tactics for Landing Your Dream Job

125 Proven Strategies, Tactics and Techniques to Increase Your Profits

Guerrilla Travel Tactics

25 Target Specific Weapons to Boost Your Social Media Marketing

Designed to promote cost-effective advertising for the small business, this guide gives instruction in staying within budgets and developing an advertising strategy

Ride on the natural partnership between Guerrilla Marketing and Facebook. The synergy between Facebook and Guerrilla Marketing is hard to dismiss

or ignore. Guerrillas want the same thing everybody wants, but they don't have the same means, nor do they believe in excessive marketing budgets. The success of Guerrilla Marketing is apparent: its principles have been taught in leading universities and have been adopted to run countless successful marketing campaigns for businesses since its introduction in 1970s. Facebook, like any other business, is driven to make profits. But their profits are not made from getting people to sign up for Facebook accounts. With some 750 million users and counting, Facebook is irrefutably the leading social media tool of our time. How can one ride on this natural partnership to achieve success?

“Guerrilla Facebook Marketing” is packed with practical tips and insights on building Guerrilla marketing strategies in Facebook that can work for any business. Get insights on Facebook's culture and Guerrilla Marketers' beliefs, and what these insights mean to your overall marketing strategy. Learn how to use Facebook data to shape your marketing campaign. Understand the unique Rules of Engagement necessary to pull off successful Guerrilla marketing campaigns in Facebook. Boost your knowledge of Facebook features by familiarizing yourself with 25 Facebook-specific Guerrilla weapons. Learn how to generate marketing campaigns by combining Guerrilla weapons in infinite ways. Follow step-by-step instructions on

how to create and execute clear, actionable marketing plans and calendars for all kinds of marketing campaigns. Link marketing efforts back to profits by measuring ROI results in tangible ways for your business.

Because the battle begins before a book even hits the shelves, an author needs every weapon to get ahead of the competition. Guerrilla Marketing for Writers is packed with proven insights and advice, it details 100 "Classified secrets" that will help authors. Why a book on guerrilla deal-making? Because people envy those who are more powerful than they are. They want to bring the big dog down to their own level. If they succeed, they'll feel better about themselves. That's why Jay Conrad Levinson's guerrilla books have sold over 30 million copies--Jay doesn't just promise to empower small businessmen, he actually becomes the wind beneath their wings. It's a natural! Empowerment! How to get powerful people--big dogs--to do what you--the small guerrilla--want them to do! Your impossible dream--actually controlling big dogs--seems within your reach. (A lot better than just catching their attention.) So millions of people buy Jay's books. And when they're in serious negotiations with big dogs, they'll buy "Guerrilla Deal-Making"! On top of that, jealousy of big dogs is on the increase, simply because there are more of them to envy today than ever before. In 2010, 8.4 million households in the

US had assets of \$1 million or more. That's 7-1/2 percent of the 112.6 million households. There are many other guerrilla vs. big dog situations, not just high-powered buying and selling. Readers will use the 100 very powerful tactics in "Guerrilla Deal-Making" when they deal with their boss, go to town hall meetings to talk to pompous politicians, deal with their home owners association, try to get their medical insurance company to reimburse them in full, and deal with uncaring bureaucrats at city hall. Guerrilla Marketing for Franchisees

100 Low-cost, High-impact Weapons for Online Profits and Prosperity

Guerrilla Marketing for Free

Guerrilla Marketing in 30 Days Workbook

100 No-Cost, Low-Cost Weapons for Selling Your Work

Guerrilla Deal-Making

Hundreds of Simple Strategies Guaranteed to Save Road Warriors Time and Money

This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.

The Internet is the ultimate guerrilla battlefield, according to the bestselling author of "Guerrilla Marketing." His newest

book provides the definitive place to get started, where readers will find an easy-to-follow, step-by-step plan for launching a "guerrilla attack."

The Father of Guerrilla Marketing, Jay Conrad Levinson delivers the first book to adapt the profit-producing principles of Guerrilla Marketing to the world of nonprofits. The nonprofit sector has increased by 65%--a flood of new organizations are vying for donations, competing for volunteers, and carving out their share of the marketplace. Joined by co-authors Frank Adkins and Chris Forbes, Levinson shows nonprofit marketers how to gain the competitive edge they need by replacing their lack of money with the power of time, energy, imagination, and information—allowing them to maximize their impact and raise more money! Armed with time-tested principles, 200 proven weapons of Guerrilla Marketing, and relevant tactics and tools, nonprofit marketers learn how to boost public awareness, increase effectiveness in recruiting volunteers, mobilize advocates, and raise more money—no matter the state of their finances. □ Introduces the □seven golden rules□ for fundraising success and recruiting volunteers □ 200 proven weapons of Guerrilla Marketing customized for nonprofits □ Covers publicity and social media tactics specific to the nonprofit community □ Concepts are illustrated through real-world examples and comparison tables

Identifies the fastest growing markets; discusses recession strategies, consumers, targeted prospects, and management; and furnishes sections on Internet marketing, the use of new technologies, and cultivating repeat business.

250 Tactics to Promote, Motivate, and Raise More Money
Unconventional Weapons and Tactics for Increasing Your

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Sales

Internet Prophets

Guerrilla Marketing Goes Green

Lessons from the Father of Guerrilla Marketing

Guerrilla Marketing 101 Lab

Guerrilla Marketing Online

Are you ready to become a master of guerrilla marketing and joint ventures, the combined type of smarter marketing necessary for true entrepreneurial success worldwide in any economy and any marketplace. "Guerrilla Marketing and Joint Ventures" explains step-by-step how entrepreneurs can use smarter marketing and joint ventures to generate maximum profits from minimum investments. Put another way, applying what you are about to learn can help make your business grow very quickly for low or even zero-cost and real-life case studies (including the author's own experience of going from zero to 4 million customers in 30 days) will also show you how joint ventures can help an individual entrepreneur make millions in a very short space of time.

Internationally renowned marketing expert Jay Conrad Levinson and co-author Al Lautenslager offer a hands-on workbook in the famed Guerrilla Marketing series.

Designed for use either as a stand-alone tool

or as a supplement to Guerilla Marketing in 30 Days, this interactive workbook provides practical exercises that deliver a customized, action-oriented marketing plan. Easy to use, the workbook is completely page driven.

Specific components of a marketing plan are produced upon completion of each exercise. Hundreds of ideas for reaching and keeping the fastest-growing markets in the 90s, marketing during a recession, what consumers in the 90s care most about, how to use the technological explosion for bigger profits, and management lessons for the 21st century.

Based on years of personal experience, the author's guide to mastering the art of marketing offers chapters on media, online marketing, psychology, technology, and much more. Original.

Guerrilla Marketing for Nonprofits

Guerrilla Marketing Online Weapons

The Guerrilla Marketing Handbook

100 No-cost Tactics to Promote Your Business and Energize Your Profits

Six Steps to Building Your Million-Dollar Coaching Practice

More Time in Your Life, More Life in Your Time

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In detailed chapters that cover everything from developing an advertising strategy to designing effective ads and copy, Levinson delivers no-nonsense advice on how to maximize advertising effectiveness. Guerrilla Advertising tells readers how to focus their audience, stay within budgets, polish layout and copy, and adapt tactics to appropriate media.

The latest strategies for job hunters revealed in this revised and updated edition This new Third Edition features the latest job-hunting strategies for the Information Age. You'll discover key techniques to reach hiring managers at the employers you want to work for most. New chapters integrate using social media and social networking tools like Facebook, Twitter, LinkedIn, and ZoomInfo in your job search, along with case studies from successful guerrilla job hunters that detail what works in today's hyper competitive job market with commentary from America's top recruiters. Present your skills in creative new ways that stand out in today's hyper-competitive job market Employ little-known search engine optimization tricks used by top headhunters Integrated web site updated bi-weekly to remain state-of-the-moment Part of the Guerrilla Marketing Series, the bestselling marketing book series The job search process has changed drastically in the past few years. Turn these changes to your advantage and make your search successful with Guerilla Marketing for Job Hunters 3.0.

Shows how to promote a business on the Internet while applying proven marketing tactics, and explains how to use various software packages

Describes marketing techniques particularly effective for home-based businesses, emphasizing the importance of positioning, word-of-mouth advertising, direct mail, and

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customer service

Breakthrough Tactics for Winning Profitable Clients

How to Put the Big Dog on Your Leash and Keep Him There

Guerrilla Marketing

Guerrilla Selling

The World's Leading Experts Reveal How to Profit Online

Secrets for Making Big Profits from Your Small Business
Guerrilla Time

START BUILDING YOUR MILLION-DOLLAR COACHING BUSINESS TODAY! The coaching profession has experienced phenomenal growth over the past decade, and has become an accepted way for people and organizations to improve performance. In response to this demand, professionals from around the world are getting into coaching. Unfortunately, despite the growth of the coaching field, many coaches struggle to attract clients and charge what they are worth. It doesn't have to be this way! "Guerrilla Marketing for Coaches" provides a practical, step-by-step guide for coaches who want to fill their practice with desirable clients, and build a firm that generates wealth. Follow the six steps in this book--along with the many success stories from top coaches in the field--and you are on your way to having a million-dollar firm. You discover: The top ways to attract clients and fill your practice--without spending much, if any, money; The proven conversations to close deals and get hired; How to build a firm that generates wealth for you, and make money even if you are not working directly with clients. Join Guerrilla Marketing founder Jay Conrad Levinson and acclaimed coach trainer Andrew Neitlich as they guide you to true success in this booming profession.

Offers breakthrough tips for using social-networking sites to land a job, and teaches readers how to promote themselves and effectively negotiate job offers.

At a time when millions of small businesses are flourishing, here is

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the optimum plan of attack for businesses that want to cash in on the high profits and low costs of guerrilla marketing.

Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client-buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step-by-step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct-mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.

Guerrilla Marketing for Coaches

Cost-effective Techniques for Small-business Success

Guerrilla Marketing for Direct Selling

The Entrepreneur's Guide to Earning Profits on the Internet

Winning Strategies to Improve Your Profits and Your Planet

Guerrilla Marketing Attack

100 Profit-producing Insights You Can Take to the Bank

The best-selling author of Guerrilla Marketing identifies the fastest growing markets; discusses recession strategies, modern consumers, targeted prospects, technology, and management; and provides a host of no-cost tactics and techniques designed to promote one's business and enhance profits without spending a cent. Original.

Workbook containing various workshop activities and projects.

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Based on the author's print series of the same name, full of marketing strategies for the small business

Put the best-selling marketing series of all time to work for you. It may well be the wisest investment you ever make.

Guerrilla Marketing for Direct Selling is a proven system to explode your business growth.

Guerrilla Marketing for the Home-based Business

Jay Conrad Levinson's Guerrilla Marketing

Your Personal Marketing Plan to Generate More Leads, More Referrals, and More Repeat Business

100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits

Breakthrough Strategies, Triple Your Sales and Quadruple Your Business in 90 Days With Joint Venture Partnerships

Guerrilla Marketing for Writers

Guerrilla Advertising

WARNING: You're About To Tap Into Internet Gold! For the first time ever, 25 hand-selected, world-renown internet legends, such as Yanik Silver, Mike Koenigs, Mike Filsaime, Dan Hollings, Leslie Rohde, Marc Ostrofsky, and many others come together to reveal their proven step-by-step process for making millions online. "Internet Prophets" pulls back the curtain and takes you behind the scenes with some of the most successful internet strategists on the planet who not only share their path and expertise, but also the specific

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actions you must implement to take full advantage of the internet's massive reach and profit potential. Gain extremely rare access into the mindset of internet royalty as they teach you powerful, actionable trade secrets that are seldom revealed; exactly what you must do online now and precisely HOW to do it; the keys to not just having an internet presence, but dominating your field; how to establish position to capitalize on the internet's next big opportunity; and multiple proven monetization techniques that generate ridiculous cash flow. From Mobile to SEO, Product Launches to Social Media, and whether you're a solopreneur, start-up, small-business owner, internet virgin, or internet professional, "Internet Prophets" provides the answers you need to exponentially explode your business and PROFIT like never before.

The book every small-business owner should own First published in 1983, Jay Levinson's Guerrilla Marketing has become a classic in the field of business, revolutionising marketing for small businesses all over the world and

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creating a new way to understand market share and how to gain it. In this completely updated and expanded fourth edition of Levinson's first Guerrilla Marketing book, his take-no-prisoners approach to finding clients is on full display, as he offers hundreds of marketing ideas that really work and a new roadmap for small-business success in the global marketplace. Filled with leading-edge strategies for marketing on the Internet, putting new technologies to work, targeting prospects, cultivating repeat and referral business, and managing in the age of telecommuting and freelance employees, among others, Guerrilla Marketing will be the entrepreneur's marketing bible for the twenty-first century.

Since the publication of this bestseller two years ago, the number of people who are connected to the Internet directly rather than through an online provider has exploded, which has had a dramatic impact on online commerce. Guerrilla Marketing Online, 2nd Edition, completely revised and updated, addresses this shift in user

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access, unveiling new marketing weapons
and techniques for promoting business
electronically.

The creator of the Guerrilla Marketing
series explains how small business
owners can cut through the clutter of
new information to get their message
across with the help of Memes--simple
symbols or phrases that can be used to
represent complex ideas. Original.

New Strategies, Tactics, and Weapons
for Winning Big Profits for Your Small
Business

The Best of Guerrilla

Marketing--Guerrilla Marketing Remix