SUMMARY

 Review & Analysis of Conrad and Horowitz' Book

Guerrilla Marketing Goes Green

BusinessNews Publishing ——

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enthusiasm can cover up a lot of gaps in your marketing know how This summary explains strategies to help businesses with their marketing Added value of this summary Save time Understand the key concepts Increase your business knowledge To learn more read Guerrilla Marketing In 30 Days and discover useful tips for starting a business **Summary: Guerrilla** Marketing Goes Green BusinessNews Publishing, 2013-02-15 The must read summary of Jay Conrad Levinson and Shel Horowitz s book Guerrilla Marketing Goes Green Winning Strategies to Improve Your Profits and Your Planet This complete summary of the ideas from Jay Conrad Levinson and Shel Horowitz's book Guerrilla Marketing Goes Green shows how ethical marketing not only feels better but in today s economy it works better as well In their book the authors explain how green guerrilla marketing is based on four indispensable pillars sustainability quality integrity and honesty This summary contains everything you need to know about green marketing that will benefit your customers employees suppliers distribution partners and even competitors Added value of this summary Save time Understand key principles Expand your knowledge To learn more read Guerrilla Marketing Goes Green and find out how green marketing can lead to success in today s business Guerrilla Marketing in 30 Days Al Lautenslager, Jay Levinson, 2014-06-10 Updated with fresh examples the environment latest techniques and trends new success stories and fresh practical marketing habits for today's aspiring querrillas this new edition provides marketers with the latest guerrilla marketing tools and tactics In just 30 chapters and 30 days famous marketers Jay Conrad Levinson and Al Lautenslager show eager entrepreneurs how to zero in on their marketing goals and maximize their profits New marketers learn from updated real life examples and success stories and proven fundamental concepts and use daily exercises to take their marketing to the next level ultimately increasing profits cutting costs and gaining new customers Topics detailed in this new edition include proximity marketing thought leadership integration of online and offline marketing speaking and events direct email personalization and implementation With every step Levinson and Lautenslager provide thorough action plans to help aspiring guerrillas stay on track leaving no excuse for anything but success Guerrilla Marketing Volume 2 Jay Conrad Levinson, Jason Myers, Merrilee Kimble, 2022-05-24 Analysis of This Is Marketing ZIP Reads, PLEASE NOTE This is a summary and analysis of the book and not the original book If you d like to purchase the original book please paste this link in your browser https amzn to 2MiiGc6 In his 19th bestseller This is Marketing You Can t Be Seen Until You Learn to See Seth Godin turns everything you think about marketing on its head presenting a simple but novel idea marketers exist to serve the audience they target What does this ZIP Reads Summary Include Synopsis of the original book Breakdown of the seven practices to help you work smarter Key takeaways from each chapter Tips on how to put the practices into action How to avoid getting burned out Editorial Review Background on Morten T Hansen About the Original Book In his book This is Marketing You Can t Be Seen Until You Learn to See Seth Godin presents an original and stimulating theory of how to accomplish effective marketing This approach centers on making meaningful change and ultimately making people s lives better Godin believes that marketers should serve the client rather

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More Guerrilla Marketing Research Robert J. Kaden, Gerald Linda, Jay Conrad Levinson, 2009-09-03 More Guerrilla Marketing Research the follow up title to Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research The new book focuses on why small and mid sized businesses can benefit from conducting focus groups and surveys and how they can do it by asking the right questions the right way and effectively using the answers to make more money Authored by Robert J Kaden Gerald Linda and Jay Conrad Levinson More Guerrilla Marketing Research includes new and updated material on setting research goals and objectives how to set a research budget secondary research qualitative research research into emotions customer satisfaction research and the future of marketing research This compelling book will take readers on a fascinating journey through one of the most misunderstood and under utilized marketing techniques The secrets unveiled and the tips offered will benefit the most sceptical business owner manager or entrepreneur Summary: Marketing Warfare BusinessNews Publishing,2014-10-14 The must read summary of Al Ries and Jack Trout's book Marketing Warfare How Corporations Are Applying Military Strategies to Business This complete summary of the ideas from Al Ries and Jack Trout's book Marketing Warfare shows how important it is for companies to stay ahead of their competitors in today's overcrowded market The authors explain how leaders can adopt military strategies to use in their operations in order to gain a considerable competitive advantage By following their advice you can use this approach to

defend your business territory and conquer any competitors that threaten your position Added value of this summary Save time Understand the key concepts Expand your business knowledge To learn more read Marketing Warfare and start making use of military strategies to get ahead of the competition and gain loyal customers **Trump University Marketing 101** Don Sexton, 2006-06-27 Trump University Marketing 101 combines the biggest name in business with the 40 year teaching experience of one of the most well known marketing thinkers in academia Without an MBA in marketing how can today s entrepreneurs and business owners stay on top of what s happening in marketing How can they find the best new ideas and avoid those tactics that don t work or just lead to trouble Trump University Marketing 101 presents all the basics of a marketing MBA Each chapter focuses on one key marketing idea and explores it in a straightforward non academic manner with exercises and examples that show the idea in action But more than basic instruction Sexton also includes his own methodologies for making vital marketing decisions the same methodologies major corporations pay top dollar to have him teach their employees Don Sexton is Professor of Business at Columbia University and principle of The Arrow Group Ltd a marketing consulting and training firm whose clients have included GE Citigroup IBM and Pfizer among many others He has taught at Columbia for more than 35 years is a recipient of the Business School's Distinguished Teaching Award and has written numerous articles on marketing and branding issues He is often quoted in prominent media such as The New York Times Business Week and Beijing s China Economic Daily **Summary: Selling the Dream** BusinessNews Publishing, 2014-10-14 The must read summary of Guy Kawasaki s book Selling the Dream How to Promote Your Product Company or Ideas Using Everyday Evangelism This complete summary of the ideas from Guy Kawasaki s book Selling the Dream shows how evangelism combines passion and an almost religious strength zeal into the overall process of convincing other people to believe in a product or service as much as you do In fact evangelism is the ultimate sales technique as you convert your offering from a consumer product to a community cause In his book the author explains how you can use this strategy to convince consumers to share your views and buy your products making your sales process more of a conversion than a demonstration This summary demonstrates how some of the most successful products have been sold this way and reveals a new approach to selling that promises great results Added value of this summary Save time Understand key concepts Expand your knowledge To learn more read Selling the Dream and find out how you can evangelize your products and achieve great sales figures Social eCommerce Stephan Spencer, Jimmy Harding, Jennifer Sheahan, 2014-08-01 Want to make money online Then ignore social media at your own risk Social media is vital if you want to your business to thrive and though you can t control the conversations you can influence them This book will teach you how If mismanaged social media can create more noise than signal It can be a time and energy suck for you and your audience Or worse still it can become an echo chamber for negative PR If done well guerrilla social media marketing can help you persuade command attention establish dialogue differentiate yourself capture new markets and outmaneuver the competition all on a shoestring

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