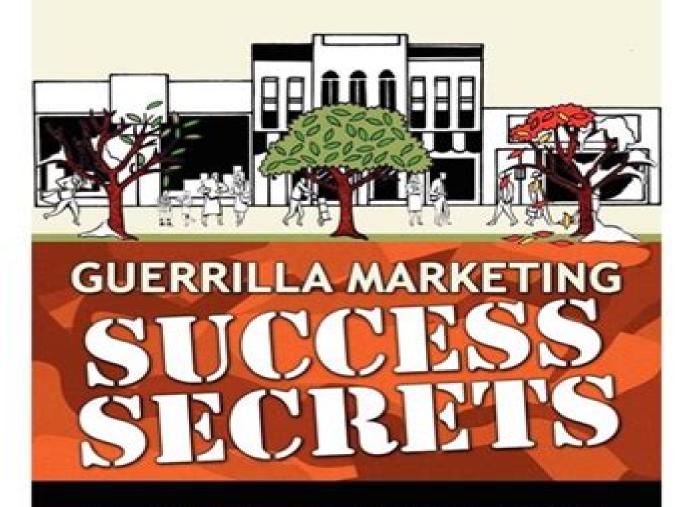
JAY CONRAD LEVINSON ANTHONY HERNANDEZ



52 WEEKS OF MARKETING & MANAGEMENT WISDOM

Al Lautenslager, Jay Levinson

Guerrilla Marketing Success Secrets Anthony Hernandez, Jay Conrad Levinson, 2007 THIS BOOK WILL GROW YOUR PROFITS Marketing mar ket ing Three syllables that fill most small business owners and entrepreneurs with dread If this describes you then you need to read this book because marketing and managing a thriving and profitable business is nothing to fear nor does it have to be overly expensive or complicated In fact growing your business can be both a lot of fun and very very profitable This book is written as a series of conversational articles organized into chapters Each article chapter contains lots of great advice on such topics as Marketing Customer Service Management Sales Productivity much more If you re in business or thinking of going into business then you owe it to yourself to read this book and put the advice it contains to work for you ABOUT THE AUTHORS Jay Conrad Levinson is the father of the worldwide Guerrilla Marketing revolution with over 14 million Guerrilla books published in 42 languages sold around the world Anthony Hernandez is a Certified Guerrilla Marketing Association Business Coach consultant trainer and speaker on business marketing and management topics

Guerrilla Marketing For Dummies Jonathan Margolis, Patrick Garrigan, 2008-11-24 Want to reach consumers in innovative ways Guerilla Marketing For Dummies is packed with querilla tactics and trade secrets for marketing your products or services like never before From re imagining existing marketing platforms to mastering trailblazing methods you ll create a cost effective game plan for getting your customers attention and keeping it This savvy hands on guide explains what guerilla marketing is who does it and why You ll learn how it can take your brand to new heights as you start thinking like a guerilla brainstorming collaborating and refining ideas for an exciting non traditional marketing program The real fun starts when you build a winning team and take your message to the streets executing attention grabbing publicity stunts and creating unforgettable events You ll find out when it pays to work with the big gun guerilla marketing firms and how to launch your own low cost campaign Discover how to Reach customers wherever they are Develop a cohesive querilla marketing campaign Capitalize on the hottest trends Cut through the constant marketing clutter Make products and brands stand out Use buzz viral grassroots and experiential marketing Write a great press release Create opportunities for partnership and tie ins Find budget friendly ways to go querilla Build a powerful online presence Work with existing contacts publicists and the press You can enter the guerilla jungle and emerge with the lion's share of the sales Let Guerilla Marketing For Dummies show you how Guerrilla Marketing 101, 2005-09-01 Guerrilla Marketing Revealed This 4 volume set contains over 5 hours of business building secrets personally presented by Jay Conrad Levinson Father of the Worldwide Guerrilla Marketing Revolution The topics you will learn include 20 differences between traditional and Guerrilla Marketing 100 Guerrilla Marketing weapons How Memes can increase your profits 12 personality traits of successful Guerrillas How to launch a Guerrilla Marketing Attach and WIN 16 monumental secrets of Guerrilla Marketing And much much more If you re serious about learning the secrets that can propel you to business success you need to watch this video Workbook is included Guerrilla Marketing for the New Millennium Jay Conrad Levinson, 2005 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 Guerrilla Marketing Jay Conrad Levinson, 1993 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 Guerrilla Marketing Excellence Jay Conrad Levinson, 1993 Guerrilla Marketing Excellence explains fifty rules aimed at fine tuning your marketing style It includes information on the uses of video television distribution networking effectiveness and marketing combinations in an increasingly competitive business climate

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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

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