



Marketing de Guerrilla (Spanish Edition)

By Jay Conrad Levinson, Steve Savage

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When GUERRILLA MARKETING was first published in 1983, Jay Levinson was considered a pioneer with his unique "take no prisoners" approach to marketing, oriented to owners of small & medium-sized companies. Almost 20 years & 1,000,000 copies later, GUERRILLA MARKETING is now considered the Marketing Bible & the consulting book for entrepreneurs. Full of scores of solid guerrilla marketing weapons as well as invaluable business recommendations for today's marketers, this completely revised & expanded edition (Spanish version), identifies the following:

The fastest-growing markets for the 21st century, with suggestions on how to reach them.

Special strategies for forming strategic marketing alliances with other businesses.

The latest tactics for independent contractors & those who do business on the telephone.

Up-to-date information on the Internet & other technologies that help the guerrilla entrepreneur choose the proper business & make it grow.

Management lessons for the entrepreneur in the 21st century.

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- Sales Rank: #1253574 in Books
- Brand: Brand: Morgan James Publishing
- Published on: 2009-02-01
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x 1.20" w x 6.00" l, 1.40 pounds
- Binding: Paperback
- 432 pages

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Editorial Review

Review

""A genuine festival of marketing techniques and secrets. More than 100 ideas on marketing that is free, low cost but effective, for small and medium-size businesses."" -- LOS ANGELES TIMES ""LOS ANGELES TIMES""

About the Author

Jay Conrad Levinson is the author of the best-selling marketing series in history, ""Guerrilla Marketing,"" plus 58 other business books. His books have sold more than 20 million copies worldwide and have been translated into 60 languages. Jay also conducts guerrilla marketing training programs, hosts the very popular Internet website, www.gmarketing.com, and formed The Guerrilla Marketing Association.

STEVE SAVAGE is director of seminars for Guerrilla Marketing International in Latin America. About him, Jay Levinson says, ""Steve is the greatest, most brilliant and gutsy guerrilla experimenter I know, willing to take the risks that one must take on the ladder to the top, where he is now perched.""

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