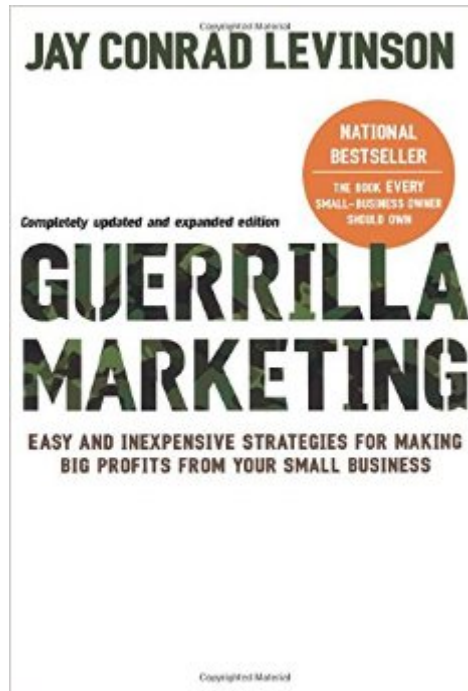


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# Guerilla Marketing: Easy And Inexpensive Strategies For Making Big Profits From Your Small Business



## Synopsis

When *Guerrilla Marketing* was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely updated and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success including\* strategies for marketing on the Internet (explaining when and precisely how to use it)\* tips for using new technology, such as podcasting and automated marketing \* programs for targeting prospects and cultivating repeat and referral business\* management lessons in the age of telecommuting and freelance employees *Guerrilla Marketing* is the entrepreneur's marketing bible -- and the book every small-business owner should have on his or her shelf.

## Book Information

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## Customer Reviews

On page five, bullet point three: Mr. Levinson states, "Traditional marketing is geared toward big business.... The soul and spirit of guerrilla marketing - is small business: companies with big dreams and tiny budgets." However that was not my experience reading this book. Instead he seemed to promote laborious and expensive marketing tactics. I thought I was going to be reading a book about low / no-cost, surprise attacks, launched in the dead of night with no warning. Instead what I read was kind of stale, old school stuff. For example; Chapter 3, The Sixteen Monumental Secrets of *Guerrilla Marketing*, starts with the sentence, "If you're a guerrilla, these sixteen secrets are not secret to you at all." OK, then why am I reading this book? Then the secrets end up being more

general philosophy rather than tactics, such as commitment, investment, consistent, confident, patient, assortment, subsequent, etc., etc. In my opinion, he spent too much time making things rhyme and not enough into research into successful low / no-cost product launches or common themes and marketing techniques that sky-rocketed the success of the Zero to Two-Hundred-Mile-an-Hour companies. That's what I call a 600 pound Marketing GUERRILLA. The chapter on MiniMedia Marketing was mildly interesting but nothing new as of the fall of 2007. Then you have MaxiMedia and everything here costs some big bucks, sorry Jay I'll pass..I'm not going to say that this book is without merit; it has good stuff in it if you haven't been in the sales and marketing business very long. It's a book that the novice can learn a good deal from, but more and more the younger aggressive person learns most of these things on the go and has picked up 90% of this stuff in a year or two in the business.

Below are key excerpts from the book that I found particularly insightful:1- "Marketing is every hit of contact your company has with anyone in the outside world. Every bit of contact. That means a lot of marketing opportunities. It does not mean investing a lot of money."2- "Marketing is the art of getting people to change their minds or to maintain their mindsets if they re already inclined to do business with you. People must either switch brands or purchase a type of product or service that has never existed before."3- "Guerrilla marketers do not rely on the brute force of an outsized marketing budget. Instead, they rely on the brute force of a vivid imagination. Today, they are different from traditional marketers in twenty ways. I used to compare guerrilla marketing with textbook marketing, but now that this book is a textbook in so many universities, I must compare it with traditional marketing."4- "The Sixteen Monumental Secrets of Guerrilla Marketing: 1. You must have commitment to your marketing program. 2. Think of that program as an investment. 3. See to it that your program is consistent. 4. Make your prospects confident in your firm. 5. You must be patient in order to keep a commitment. 6. You must see that marketing is an assortment of weapons. 7. You must know that profits come subsequent to the sale. 8. You must aim to run your firm in a way that makes it convenient for your customers. 9. Put an element oi amazement in your marketing. 10. Use measurement to judge the effectiveness of your weapons. 10. Use measurement to judge the effectiveness of your weapons. 11. Prove your involvement with customers and prospects by your regular follow-up with them. 12.

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