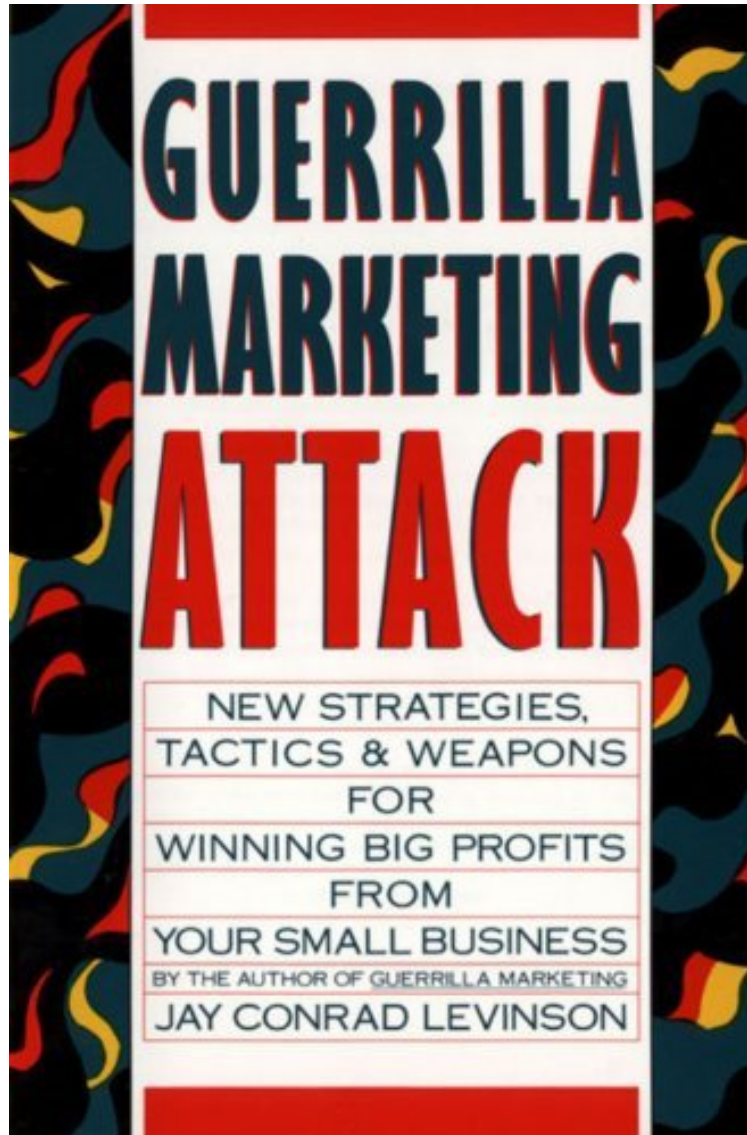


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Guerrilla Marketing Attack

Jay Conrad Levinson

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well over 16 years and I can still say that his material is relevant and his insight keen. Way before I even had a clue of what marketing was (at least outside of my first class on marketing and I still can't tell you what my professor was trying to say) Jay Conrad Levinson opened up my understanding about marketing through this book. **WHAT HAPPENED TO ME WHEN I READ THE BOOK...**When I applied the methods Jay has taught from this book I began to see more clearly what was actually taking place on the front side of businesses I was working for. I also began to see why some companies I had been working for were failing to really expand the depth of their clientele. **GUERRILLA MARKETING ATTACK GIVES YOU A PREMISE FOUNDATION...**No developer of property or architect would ever consider building a huge Sky Scraper without considering building a very strong foundation first. If you want to build a great business that turns out to be a tall marketing Sky Scraper then this book is your foundation. This book gives you the ABC's and the "D through Z's" of marketing. **WHAT YOU'LL LEARN...**It's a jungle out there and you're going to need some Guerrilla Tactics to deal with it. Help yourself help your company by reading this 179 page lesson in how to **ATTACK** the marketplace and hit the ground running. You'll learn Strategies, Myths you must avoid, Guerrilla Tactics you must implement, marketing secrets you need to know. **WHAT A MAJOR NEWSPAPER SAID ABOUT THIS BOOK...**The Los Angeles Times wouldn't have called this book "A veritable plum pudding of marketing techniques and secrets" if it were not just that because their credibility is way too important to put on the line for Jay Conrad Levinson. 4 of 4 people found the following review helpful. Superb Book! Use it to stand out in the crowd **By A Customer**The list of 100 things to do is a great starting point for your marketing attack. If you are a business owner, a marketing specialist, or anyone in the customer oriented business, and you have not had the chance to read this book yet, get it now. It is a bargain for any one who has the urge to make each and every day count in making a company better. It is loaded with insightful ideas that are very **BASIC** but if implemented sure to enhance the value of your company. For instance, do you know **WHERE** you should be spending (allocating) your Advertising budget? Do you know what to do with a prospect that becomes an actual customer? Do you know how much time it takes for an advertisement to actually have any effect? All the answers to these basic questions are in this book.

A bestseller first published in 1983, Guerrilla Marketing offers an innovative approach to marketing for the small business owner. Filled with hundreds of effective ideas, this book outlines Levinson's philosophy about marketing.

From Library Journal In his previous book, Guerrilla Marketing: Secrets for Making Profits from Small Businesses (LJ 2/15/84), Levinson described "a new way of marketing your goods and services--relying on your time, energy, and imagination rather than your bottomless marketing budget (most likely you don't have one anyway)." Here he discusses new strategies and tactics to use in marketing campaigns of small- to medium-sized businesses. Among marketing methods studied are television, radio, and magazine advertising; public relations; trade shows; direct mail; and telemarketing. An especially valuable feature is the description of the "100 Guerrilla Marketing Weapons." Highly recommended to business libraries.- Lucy Heckman, St. John's Univ., Jamaica, N.Y. Copyright 1989 Reed Business Information, Inc. **About the Author** Jay Conrad Levinson is the author of more than a dozen books in the Guerrilla Marketing series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide.