

Guerrilla Marketing on the Internet: The Definitive Guide from the Father of Guerrilla Marketing

Jay Levinson, Mitch Meyerson, Mary Eule Scarborough
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***The Definitive Guide from the
Father of Guerrilla Marketing***

**JAY CONRAD LEVINSON, MITCH MEYERSON,
and Mary Eule Scarborough**

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0 of 0 people found the following review helpful. Must read for all business people!By K. SlayerI underestimated the utility that would come from reading this book and pushed it off despite the continued prompts from my Entrepreneurial coach. It was well worth it. I'm so fired up to put strategies into action that I personally ain't got time to go into details. Just read it! One quick note though, I first tried skimming through the book and looking up summaries online ... It's not worth it. The meat of the wisdom is in taking the time to go through and process the examples and explanations. This book (best selling marketing series) will be good enough to serve as a foundation to where you will be better situated to possibly do that with other marketing material in the future. This is a good one because it incorporates the Internet and social media while still honing in on the key marketing principals. I'm not even

a marketer but feel empowered to do so and teach it after reading this!6 of 6 people found the following review helpful. Not worth your time or moneyBy Molly WoodsI bought this book for my on-line marketing course (graduate level) and I found this book to be a complete disappointment. The book is not targeted at people who have a basic knowledge of marketing in general. Even if you have no knowledge in this field, purchase a different book. The information in this book is so basic, repetitive, and dumbed down that it is difficult to take seriously.It is apparent from the very beginning that as a reader you are being marketed to. This becomes annoying and I lost my trust in the authors because of this. Not to mention I didn't think the examples of excellent on-line marketing tactics were very good at all. For everyone who wants expert examples that are amazing, this is not the book for you.The book is also poorly edited. The mistakes are all over the place and I would love to recommend a copyeditor to the authors. It is hard to take a book seriously when there are typos and out right errors throughout the book.The repetitive language is highly redundant. You will read the same thing over and over and wonder if you've somehow lost your place in the book. It is clear that the authors do not have high expectations for their audience; they repeat basic ideas continuously and use overly simplified language. The simplicity of the language doesn't allow the authors to clearly explain what crucial internet/computer components are, what they do, and why they are important for marketing.The information in the book is already dated. I would recommend finding a book that has more up to date information, the authors of this book are mourning the addition of pop up blockers.5 of 5 people found the following review helpful. Covers Basic Information, Not Much In-Depth on Topics.By Alan C.I've purchased this book because I was impressed with the high rating of it. After reading the book my impression was that it is geared towards entry-level, beginner person that has little experience about online business and marketing. However, for more experienced and advanced users you probably find this book not helpful at all. The book covers very brief information on very many different topics about an online business. It does not go into depth about any specific topic (as you might guess since the book only has 230 pages). Rather, the book covers general things that most people probably already know i.e. your website business should include a Blog, newsletter, facebook, etc. The other aspect of the book I found displeasing is having the author plug-in or give his own websites about specific things one might look for (i.e. list of web hosts, internet merchant accounts, etc).

The Father of Guerrilla Marketing, Jay Conrad Levinson, changed marketing forever when he unleashed his original arsenal of marketing tactics for surviving the advertising jungle on a shoestring budget. And now, Levinson and online marketing masters Mitch Meyerson and Mary Eule Scarborough once again show you how to beat the odds by combining the unconventional, take-no-prisoners Guerrilla Marketing approach with today's ultimate marketing weaponthe Internet. Learn how to use the internet Guerrilla style. Level the playing field, and achieve greater online visibility. Boost traffic to your website. Convert visitors into paying clients. Capture and keep your market share, and create multiple income streamsall while saving time and money! This complete Guerrilla Marketing online guide includes: The 10 most effective Guerrilla strategies Case studies of the five greatest online Guerrilla Marketing campaigns How to create a high-impact website on a budget Low-cost tactics for maximizing traffic The 12 biggest internet marketing mistakes and how to avoid them Creative tactics and cutting-edge tools that inspire customers to take action Essential information on cutting-edge technology

About the AuthorJAY CONRAD LEVINSON is the author of more than 30 Guerrilla Marketing books as well as 24 other business books. His Guerrilla concepts have influenced marketing so much that today his books appear in 37 languages and are required reading in many MBA programs worldwide. MITCH MEYERSON is the founder of Guerrilla Marketing Coaching, author of 7 other books and a leading internet marketing expert. MARY EULE SCARBOROUGH is a former Fortune 500 marketing executive and independent marketing consultant. Meyerson and Scarborough are also the co-authors of Mastering Online Marketing.