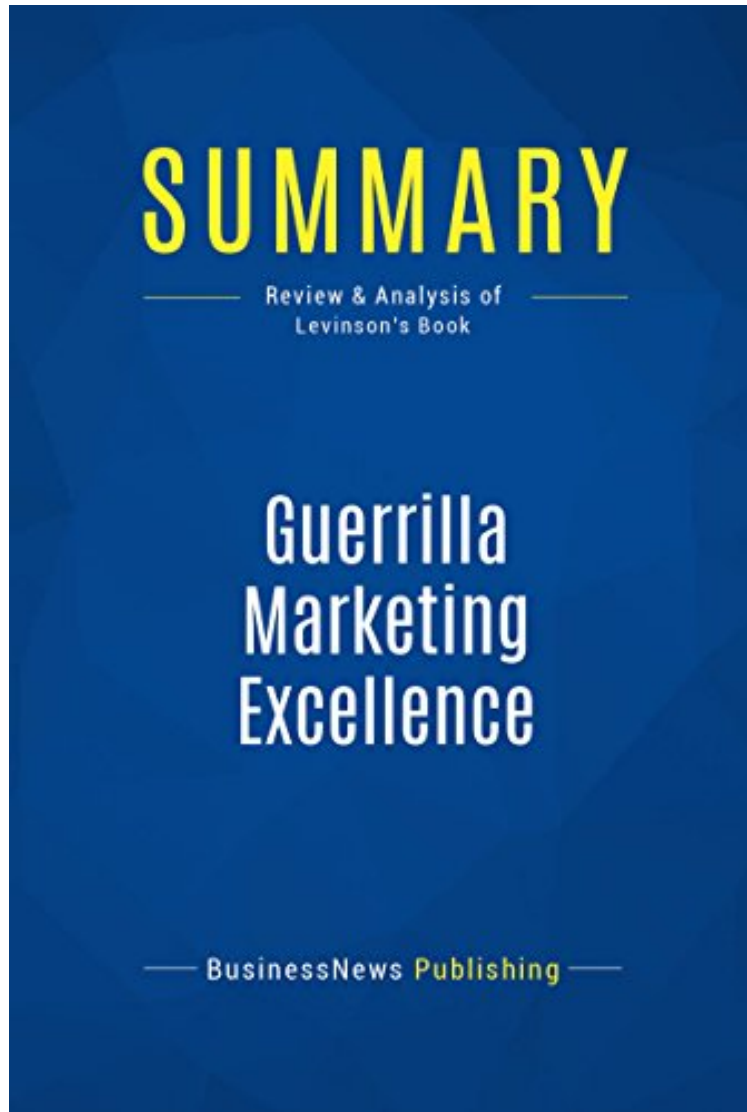


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## Summary: Guerrilla Marketing Excellence: Review and Analysis of Levinson's Book

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The must-read summary of Jay Conrad Levinson's book: "Guerrilla Marketing Excellence: The Fifty Golden Rules for

Business Success". This complete summary of the ideas from Jay Conrad Levinson's book "Guerrilla Marketing Excellence" shows that marketing guerrillas use common sense and knowledge to develop cost-effective marketing programs and strategies. By using their resources efficiently, guerrillas can be as effective as competitors with many times the resources and size. This summary presents the fifty golden rules for business success. Together, the rules give an insight into how marketing can be effective for any business of any size. According to the author, marketing is the single most critical activity, and the key to future success or failure. Without effective marketing, any company will wither and fail. By contrast, companies which develop excellent marketing programs grow, prosper and expand. In this powerful book, the author demonstrates that marketing holds the key to business success.

Added-value of this summary:

- Save time
- Understand key concepts
- Increase your business knowledge

To learn more, read "Guerrilla Marketing Excellence" and discover valuable marketing strategies and a good road map for companies that want to thrive in today's competitive climate.