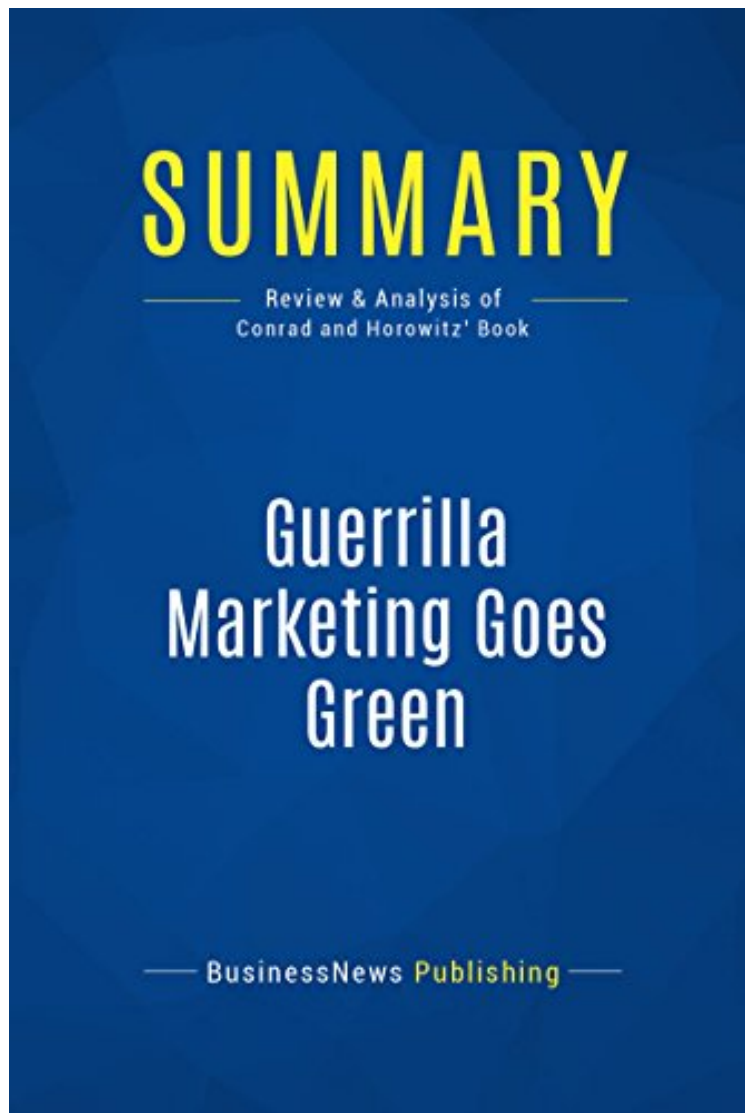


[Library ebook] Summary: Guerrilla Marketing Goes Green: Review and Analysis of Conrad and Horowitz' Book

Summary: Guerrilla Marketing Goes Green: Review and Analysis of Conrad and Horowitz' Book

BusinessNews Publishing
*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#2419264 in eBooks 2013-02-15 2013-02-15 File Name: B00DOYX0X8 | File size: 16.Mb

BusinessNews Publishing : Summary: Guerrilla Marketing Goes Green: Review and Analysis of Conrad and Horowitz' Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Guerrilla Marketing Goes Green: Review and Analysis of Conrad and Horowitz' Book:

The must-read summary of Jay Conrad Levinson and Shel Horowitz's book: "Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet". This complete summary of the ideas from Jay Conrad Levinson and Shel Horowitz's book "Guerrilla Marketing Goes Green" shows how ethical marketing not only feels better but, in today's economy, it works better as well. In their book, the authors explain how green guerrilla marketing is based on four indispensable pillars: sustainability, quality, integrity and honesty. This summary contains everything you need to know about green marketing that will benefit your customers, employees, suppliers, distribution partners and even competitors. Added-value of this summary: **Save time**; **Understand key principles**; **Expand your knowledge**. To learn more, read "Guerrilla Marketing Goes Green" and find out how green marketing can lead to success in today's business environment.