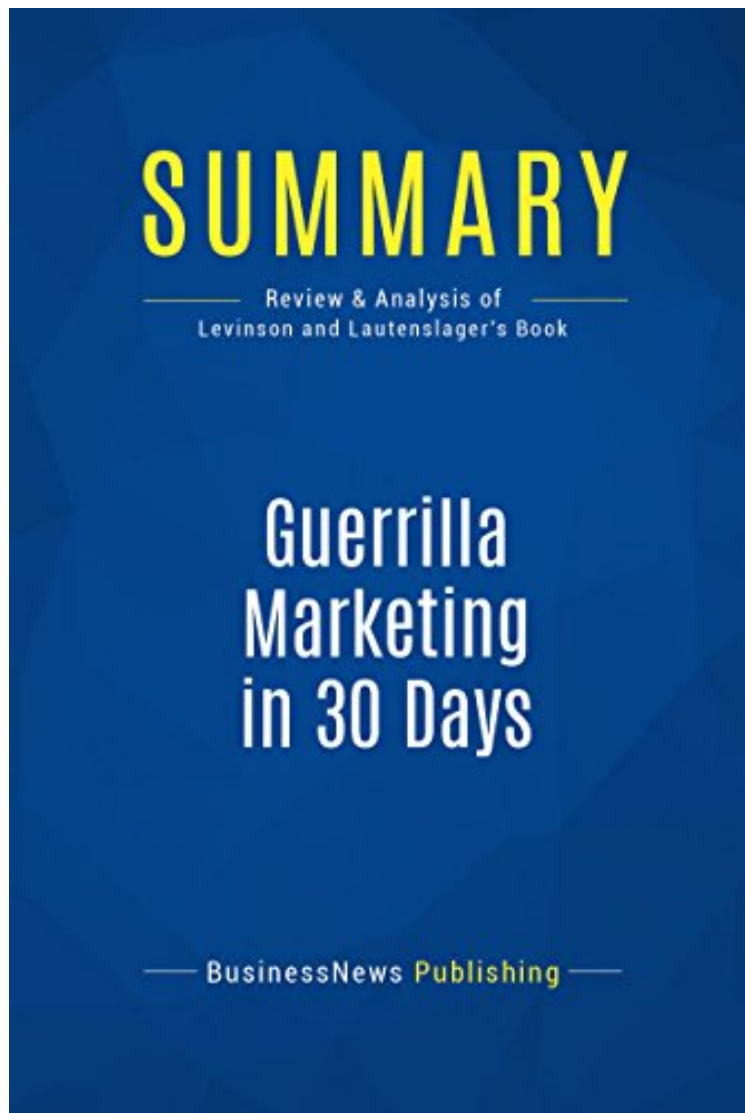


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BusinessNews Publishing : Summary: Guerrilla Marketing in 30 Days: Review and Analysis of Levinson and Lautenslager's Book before purchasing it in order to gage whether or not it would be worth my time, and all praised Summary: Guerrilla Marketing in 30 Days: Review and Analysis of Levinson and Lautenslager's Book:

The must-read summary of Jay Conrad Levinson and Al Lautenslager's book: "Guerrilla Marketing in 30 Days: One Dynamic Blueprint to Maximize Profits and Increase Customers". This complete summary of the ideas from Jay Conrad Levinson and Al Lautenslager's book "Guerrilla Marketing in 30 Days" shows that with 30 days of consistent effort, you can upgrade and enhance your organisation's entire approach to marketing. The guerrilla marketing creed is that it's possible to achieve conventional aims (like sales and profits) using unconventional methods (like investing energy in your marketing and not just more money). When it comes to marketing, the missing "secret sauce" is usually implementation rather than conceptualization. Lots of people spend all their time getting in position to start marketing when in reality they should be just getting into action. Energy, passion and enthusiasm can cover up a lot of gaps in your marketing know-how. This summary explains strategies to help businesses with their marketing.

- Added-value of this summary:
- Save time
- Understand the key concepts
- Increase your business knowledge

To learn more, read "Guerrilla Marketing In 30 Days" and discover useful tips for starting a business.