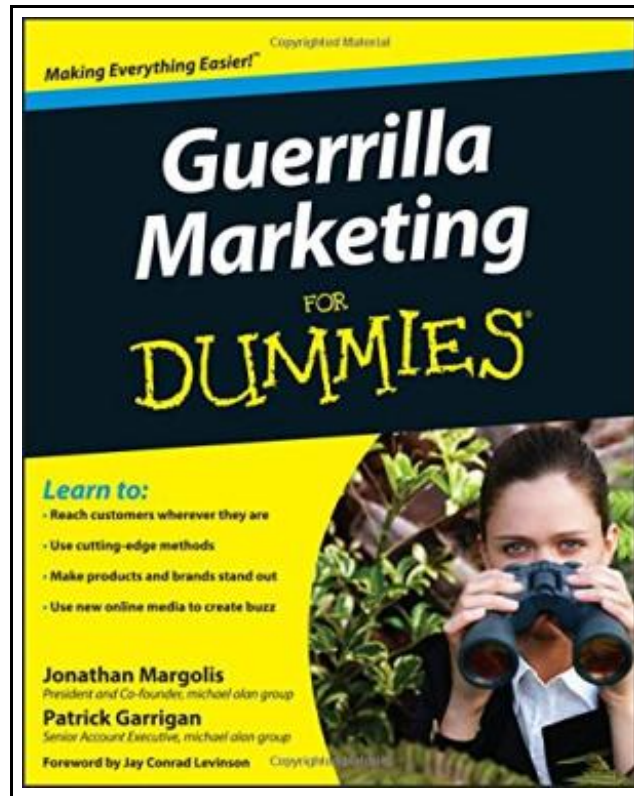


## Guerrilla Marketing for Dummies (For Dummies (Lifestyles Paperback))



Filesize: 2.6 MB

### ***Reviews***

*This publication might be well worth a read through, and much better than other. It is amongst the most incredible book i actually have read through. I am delighted to tell you that here is the finest book i actually have read through inside my own life and could be he best ebook for possibly.*  
**(Aracely Hickle)**

## GUERRILLA MARKETING FOR DUMMIES (FOR DUMMIES (LIFESTYLES PAPERBACK))



Wiley & Sons, 2008. Taschenbuch. Book Condition: Neu. Neu Sofortversand !! auf Lager !! ,NEUWARE,Importware,Verlag liefert nur in dieser Qualität. - Enter the guerrilla jungle and emerge with the lion's share of the sales!Want to reach consumers in innovative ways This savvy, hands-on guide arms you with guerrilla tactics and trade secrets for marketing your products or services like never before. From re-imagining existing marketing platforms to mastering trailblazing methods, you'll create a cost-effective game plan for getting your customers' attention!\\* Understand guerrilla marketing - what it is, who does it and why, and how it can take your brand to new heights\\* Think like a guerrilla - brainstorm, collaborate, and refine ideas for an exciting, nontraditional marketing program\\* Take your message to the streets - build a winning team, execute publicity stunts, and create unforgettable events\\* Capitalize on the hottest trends - use buzz, viral, grassroots, and experiential marketing\\* Build a powerful online presence - develop a Web site, use search engine optimization, buy banner ads, create blogs, and utilize social networking\\* Spread the word - leverage existing contacts, pitch to the press, and work with publicistsOpen the book and find:\\* The pros and cons of guerrilla methods\\* Must-have elements of a cohesive campaign\\* Ways to cut through constant marketing clutter\\* How to write a great press release\\* Opportunities for partnerships and tie-ins\\* Ten practically perfect campaigns\\* Budget-friendly ways to go guerrilla\\* When and how to hire the pros 384 pp. Englisch.



[Read Guerrilla Marketing for Dummies \(For Dummies \(Lifestyles Paperback\)\) Online](#)



[Download PDF Guerrilla Marketing for Dummies \(For Dummies \(Lifestyles Paperback\)\)](#)

## You May Also Like



### **The Birds Christmas Carol.by Kate Douglas Wiggin (Illustrated) (Paperback)**

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Illustrated. 254 x 203 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.books give you the best possible editions of novels,...

[Save eBook »](#)



### **Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!**

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!, Mel McGee, Inspiring stories from some of the world's most...

[Save eBook »](#)



### **It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em**

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

[Save eBook »](#)



### **Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large**

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who...

[Save eBook »](#)



### **Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities (Paperback)**

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso's groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

[Save eBook »](#)