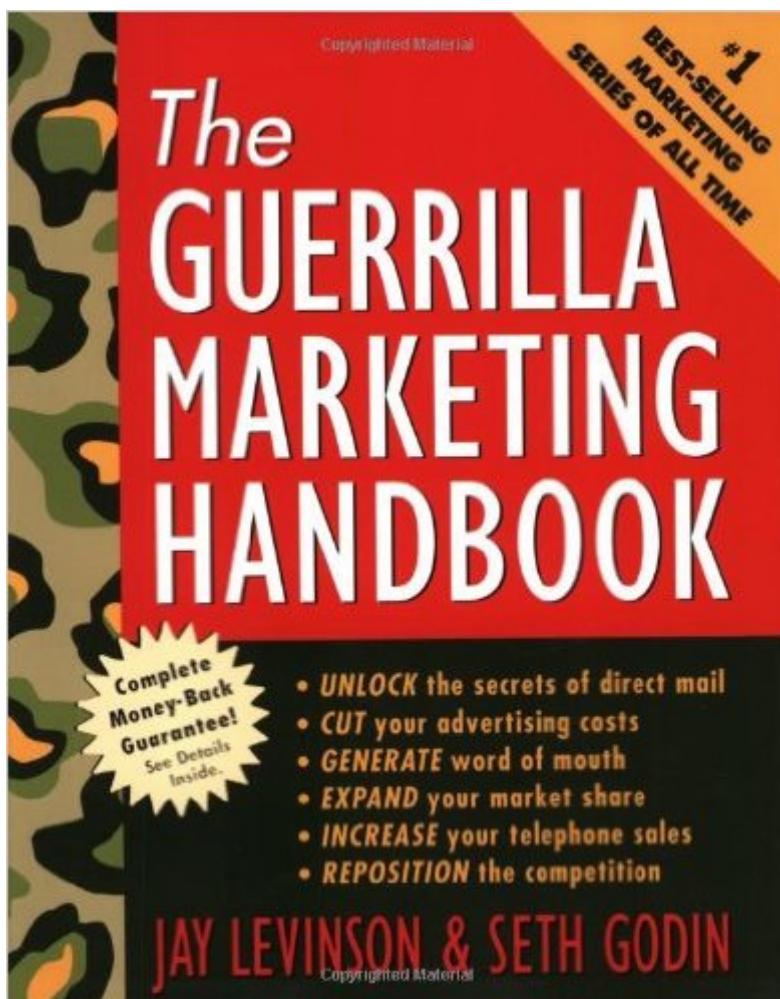


The book was found

# The Guerrilla Marketing Handbook



## **Synopsis**

This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.

## **Book Information**

Series: Guerrilla Marketing

Paperback: 396 pages

Publisher: Mariner Books; 1 edition (November 19, 1994)

Language: English

ISBN-10: 0395700132

ISBN-13: 978-0395700136

Product Dimensions: 8 x 0.5 x 10 inches

Shipping Weight: 2.1 pounds

Average Customer Review: 4.1 out of 5 starsÂ  [See all reviewsÂ \(24 customer reviews\)](#)

Best Sellers Rank: #424,850 in Books (See Top 100 in Books) #322 inÂ Books > Business & Money > Small Business & Entrepreneurship > Marketing #2978 inÂ Books > Business & Money > Marketing & Sales > Marketing #13732 inÂ Books > Business & Money > Management & Leadership

## **Customer Reviews**

This 300+ page large size (8.5 by 11) marketing handbook is a must-have if you have already made the commitment to use Guerrilla marketing methods in your business. Read the author's best selling 'Guerrilla Marketing' for the whole scoop on this type of marketing. The book is divided into 7 sections - traditional advertising, mini-media, targeted media, promotion, telephone, non-media, and resources (this last section is the appendix). As I mention in the subject of this review, the only thing missing is a section on web marketing but the Internet was just born at the time of this book's publication. At the very beginning of the book, a few pages are devoted to explaining a seven step process to come up with a marketing plan. This simple process is good enough for most small businesses. Marketing plan in hand, you are ready to start with the rest of the book. The information is very clear, makes sense, and easy to implement. Here's an example of what you can expect to find on any given page of the book - in the traditional advertising section, there is a sub-section on

tips for ads in newspapers and magazines. It starts out with the golden rule of repetition and addresses the topic of designing the ad, the best days to run the ad, 13 tips for doing a successful ad, and headline tips! The sub-section then moves on to magazine ads. The only downside to this book is the lack of a section addressing the world of the Internet. At the time of publication, the Internet was just being formed so we can't blame the book. I am hoping that the author will release an updated version with at least a third of the book dedicated to websites and web marketing. With small business budgets, we are stuck doing some of these crucial business activities ourselves.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) The Best of Guerrilla Marketing: Guerrilla Marketing Remix Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume) The Guerrilla Marketing Handbook Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social

Media and 999 other Tactics Today Guerrilla Social Media Marketing: 100+ Weapons to Grow Your Online Influence, Attract Customers, and Drive Profits Guerrilla Marketing for Job Hunters 3.0: How to Stand Out from the Crowd and Tap Into the Hidden Job Market using Social Media and 999 other Tactics Today (Edition 3rd Updated) by Levinson, Jay Conrad, Perry, David E.

[Paperback(2011Ã Ã©) Guerrilla Marketing: Fourth Edition No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Network Marketing: Network Marketing Recruiting for Facebook: How to Find People to Talk to and What to Say When You Do (MLM Recruiting, Direct Sales, Network Marketing, Home Business)

[Dmca](#)