



Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume)

Jay Conrad Levinson

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Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume) Jay Conrad Levinson
Levinson's new book is a nuts-and-bolts approach to his revolutionary guerrilla marketing technique, targeted to the more than 11 million small and medium-sized businesses nationwide in need of successful marketing solutions. Levinson identifies 100 "weapons" that minimize expenses and maximize profits.

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