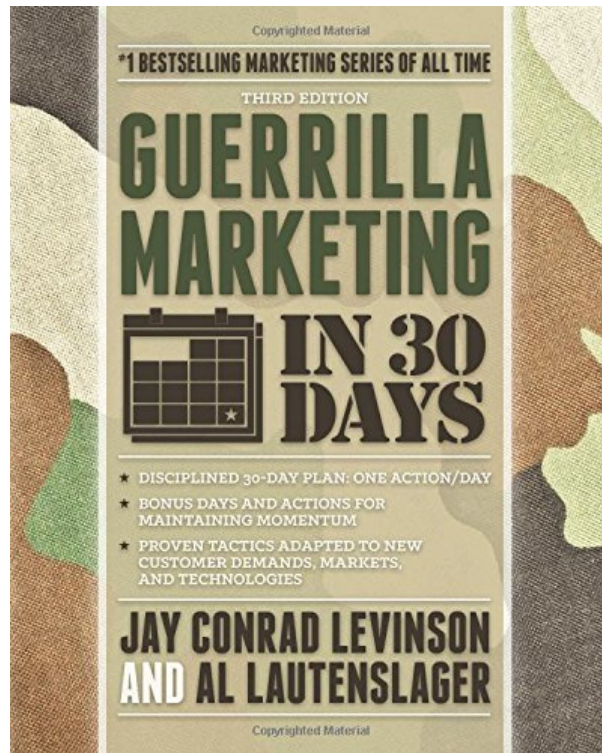
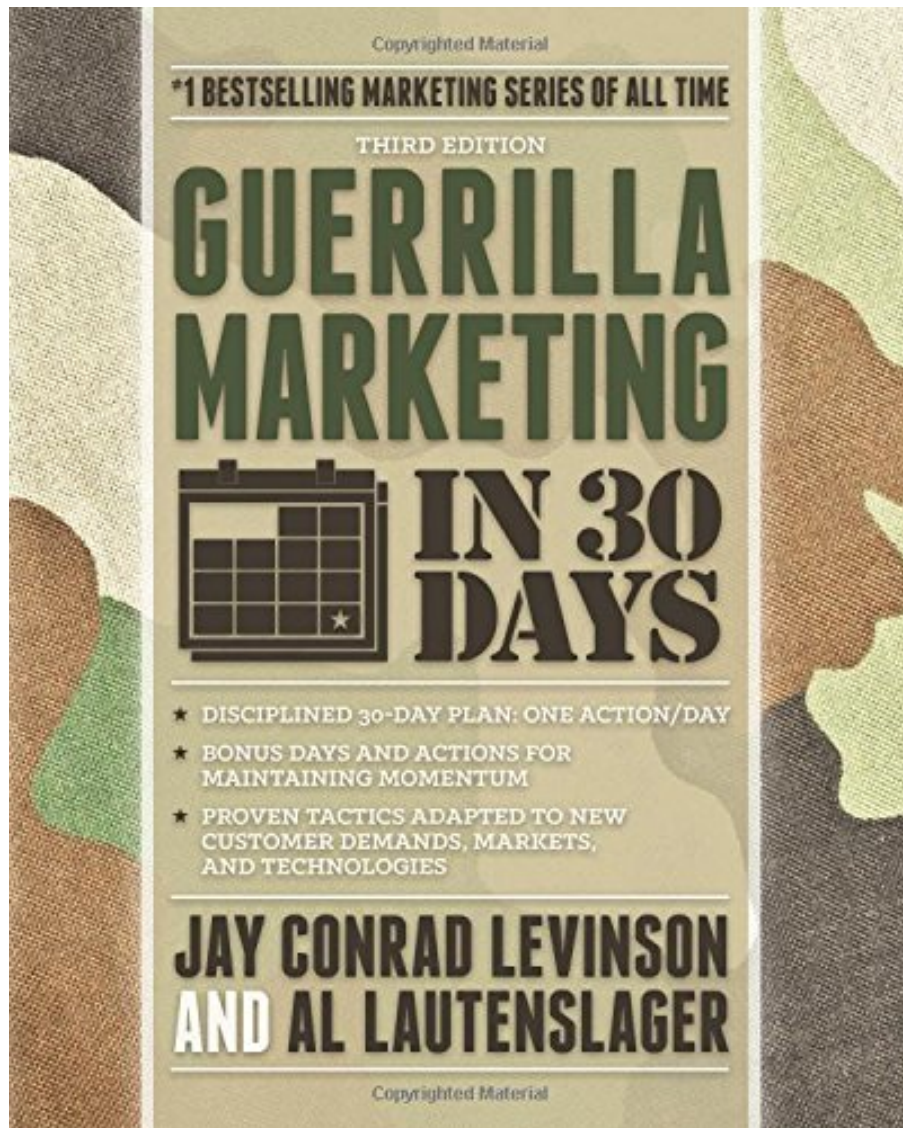


GUERRILLA MARKETING IN 30 DAYS BY AL LAUTENSLAGER, JAY LEVINSON



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Review

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About the Author

The late Jay Conrad Levinson is the Father of Guerrilla Marketing. His books have sold more than 21 million copies worldwide, appear in 62 languages and have become the most powerful brand in the history of marketing. He was the chairman of Guerrilla Marketing International. Learn more at gmarketing.com.

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Updated with fresh examples, the latest techniques and trends, new success stories, and fresh, practical marketing habits for today's aspiring guerrillas, this new edition provides marketers with the latest guerrilla marketing tools and tactics. In just 30 chapters and 30 days, famous marketers Jay Conrad Levinson and Al Lautenslager show eager entrepreneurs how to zero in on their marketing goals and maximize their profits. New marketers learn from updated real-life examples and success stories and proven fundamental concepts, and use daily exercises to take their marketing to the next level — ultimately increasing profits, cutting costs, and gaining new customers. Topics detailed in this new edition include proximity marketing, thought leadership, integration of online and offline marketing, speaking and events, direct email, personalization, and implementation. With every step, Levinson and Lautenslager provide thorough action plans to help aspiring guerrillas stay on track, leaving no excuse for anything but success.

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Most helpful customer reviews

9 of 9 people found the following review helpful.

Absolutely Wonderful!!

By ReaderForever

I thoroughly enjoyed and appreciated this book. I have been in business for 10 years and I have a MBA. This book was tremendously valuable to me. I like how the authors put a marketing campaign together in 30 steps. Some steps were not covered as well as others, but it gave you enough information to do your own research if you wanted to use a tactic in more detail. I have used many of these steps over the years and I really like the idea that they were all introduced in one book and in coherent logical steps.

I particularly like using the first few days just to get you and your employees in a marketing frame of mind. One of the hardest things that I have found over the years is to get your employees to recognize that your business is a money-making proposition. This book gave me numerous ways to instill this doctrine in the workplace and I am still using many of them. I must confess that I also work in an Engineering company and I have used some of the concepts just to get people motivated to do their work properly. Marketing a good product can be easy.

I can just say that I give this book an enthusiastic thumbs up, five stars and I plan to evangelize about this book to other business owners as well as continue to use some of these concepts myself.

3 of 3 people found the following review helpful.

Nice find

By Autamme_dot_com

The phrase “you cannot judge a book by its cover” is perfect for this book. At first glance I was sceptical, perhaps the title was just managing to convey the wrong impression. Maybe it was the 30 chapter, 30 day-style as I’ve suffered far too many “self help” and “teach yourself” books that promise the earth and fail to deliver in the past.

As you go through this book it grows on you. Guerrilla acceptance perhaps?

The book promises to give actionable marketing habits for today’s aspiring marketing “guerrillas” in a manageable manner. I personally find such an approach gimmicky and less attractive but this might be a matter of taste. The actual content, when you come to go through it, is more important. There seems to be a seam of gold running through the book and when I did feel some stuff was irrelevant, superficial or just unfocussed it was soon replaced by something that did grab my attention.

This is a book that feels like it is always giving. It can be as “basic” or as “complex” as you want it to be and it seems to act as a great springboard to further thought, reading and action. It feels that it can be suitable for the absolute beginner who has to start thinking about marketing and the more experienced marketer might find nuggets of good information at the same time. Just looking at the chapter titles can show some of the diversity of this book: the purpose of your marketing, competition and research, positioning, niche marketing, integration, identity and branding, business networking and strategic alliances. There is just a bit of a nagging feeling that towards the end the authors started to flag as some of the remaining chapters began to feel less focussed, relevant and slightly padded.

Yet on the balance of probabilities there was a lot more “plusses” than “minuses” (perceived or otherwise). I enjoyed the style and approach and felt a connection that I was initially sceptical towards. The relatively low price point for this book means that you only need to get a couple of “a-ha!” moments or action points and this reviewer contends that this book is not exactly short of these!

1 of 1 people found the following review helpful.

Marketing Guru!

By Wade Danielson

We had AI on our podcast, The Entrepreneurs Library, to give a full run down of Guerrilla Marketing in 30 Days. He is an educated man and the book is phenomenal! If you want to get a review from the author himself check out Episode 4.

You will want to pick it up immediately!!

See all 13 customer reviews...

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