

Guerrilla Marketing Excellence: The 50 Golden Rules for Small-Business Success

By Jay Conrad Levinson

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Guerrilla Marketing Excellence explains fifty rules aimed at fine-tuning your marketing style. It includes information on the uses of video, television distribution, networking effectiveness, and marketing combinations in an increasingly competitive business climate.

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Editorial Review

From the Back Cover
From the author of the best-selling Guerrilla Marketing series, here is the received wisdom by the 'guerrilla guru' Jay Conrad Levinson in the form of 50 basic truths that can make or break your company. This newest addition takes the reader a step beyond do-it-yourself marketing guides and explains how to do it with excellence.

About the Author

Jay Conrad Levinson is the author of more than a dozen books in the Guerrilla Marketing series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide.

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