



Guerilla Marketing Weapons

Jay Conrad Levinson

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Too many small and mid-sized businesses offer gold-medal quality and service yet struggle to pay their bills and stay in business. Their only missing component is guerrilla marketing, a method that puts energy where the dreams are. The 100 targeted weapons detailed in this audiobook add potency to a marketing attack and substantially increase profits. Most important, they work for all types of small and medium businesses, and even for nonprofit organizations. All the weapons are inexpensive to implement, and fully half of them are absolutely cost-free - a bonanza that liberates cash flow. Included are 14 powerhouse weapons that help start-up businesses and five substantial lifts to an already running operation. This indispensable nuts-and-bolts guide outlines every weapon you need to make a significant bottom-line difference for your company.

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