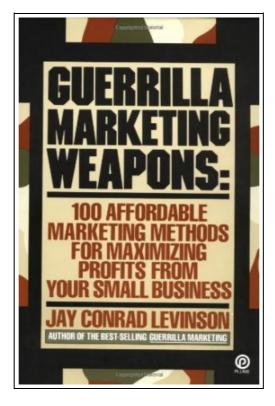
# Guerrilla Marketing Weapons: 100 Affordable Marketing Methods (Plume)



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#### Reviews

Absolutely essential go through publication. It is filled with knowledge and wisdom Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Dr. Sierra Lowe Sr.)

## GUERRILLA MARKETING WEAPONS: 100 AFFORDABLE MARKETING METHODS (PLUME)



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Plume, 1990. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 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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