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# GUERRILLA MARKETING: CUTTING-EDGE STRATEGIES FOR THE 21ST CENTURY



Little, Brown Book Group, United Kingdom, 2007. Paperback. Book Condition: New. 232 x 152 mm. Language: English . Brand New Book. First published in 1983, Jay Levinson s Guerrilla Marketing has become a classic in the field of business, revolutionising marketing for small businesses all over the world and creating a new way to understand market share and how to gain it. It also launched a veritable Guerrilla Marketing industry, including dozens of future Guerrilla books, CDs and speaker events....

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- Authored by Jay Conrad Levinson
- Released at 2007



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#### Reviews

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