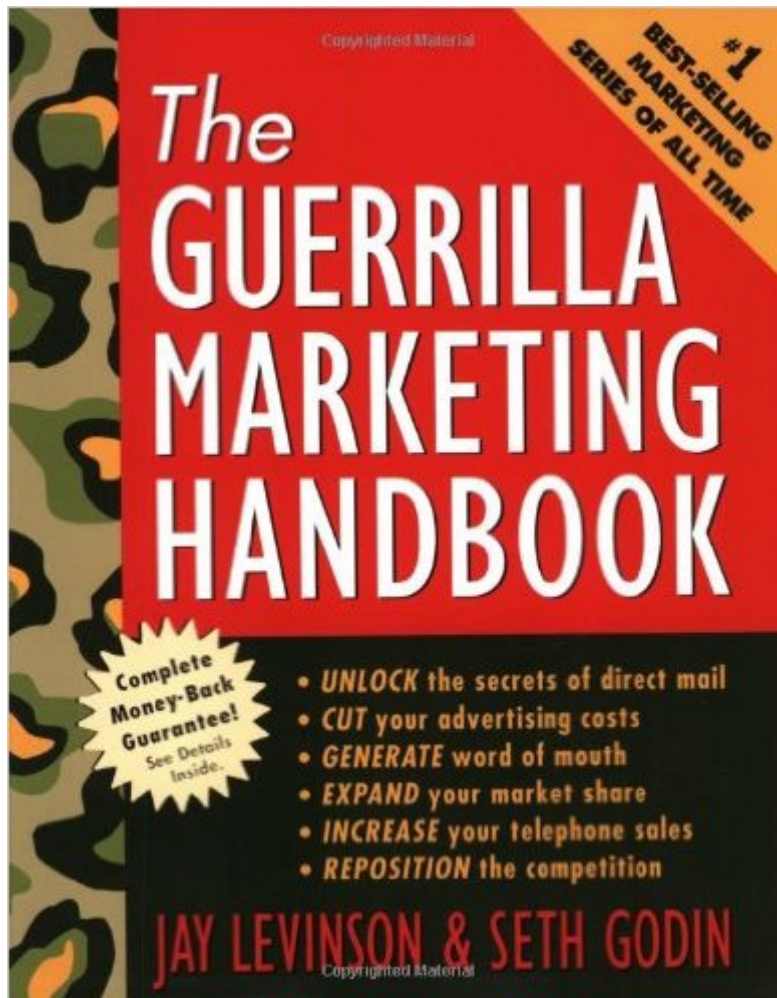


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# The Guerrilla Marketing Handbook



## Synopsis

This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising. Anecdotes, graphics, and rules of thumb are also included.

## Book Information

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## Customer Reviews

This 300+ page large size (8.5 by 11) marketing handbook is a must-have if you have already made the commitment to use Guerrilla marketing methods in your business. Read the author's best selling 'Guerrilla Marketing' for the whole scoop on this type of marketing. The book is divided into 7 sections - traditional advertising, mini-media, targeted media, promotion, telephone, non-media, and resources (this last section is the appendix). As I mention in the subject of this review, the only thing missing is a section on web marketing but the Internet was just born at the time of this book's publication. At the very beginning of the book, a few pages are devoted to explaining a seven step process to come up with a marketing plan. This simple process is good enough for most small businesses. Marketing plan in hand, you are ready to start with the rest of the book. The information is very clear, makes sense, and easy to implement. Here's an example of what you can expect to find on any given page of the book - in the traditional advertising section, there is a sub-section on

tips for ads in newspapers and magazines. It starts out with the golden rule of repetition and addresses the topic of designing the ad, the best days to run the ad, 13 tips for doing a successful ad, and headline tips! The sub-section then moves on to magazine ads. The only downside to this book is the lack of a section addressing the world of the Internet. At the time of publication, the Internet was just being formed so we can't blame the book. I am hoping that the author will release an updated version with at least a third of the book dedicated to websites and web marketing. With small business budgets, we are stuck doing some of these crucial business activities ourselves.

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