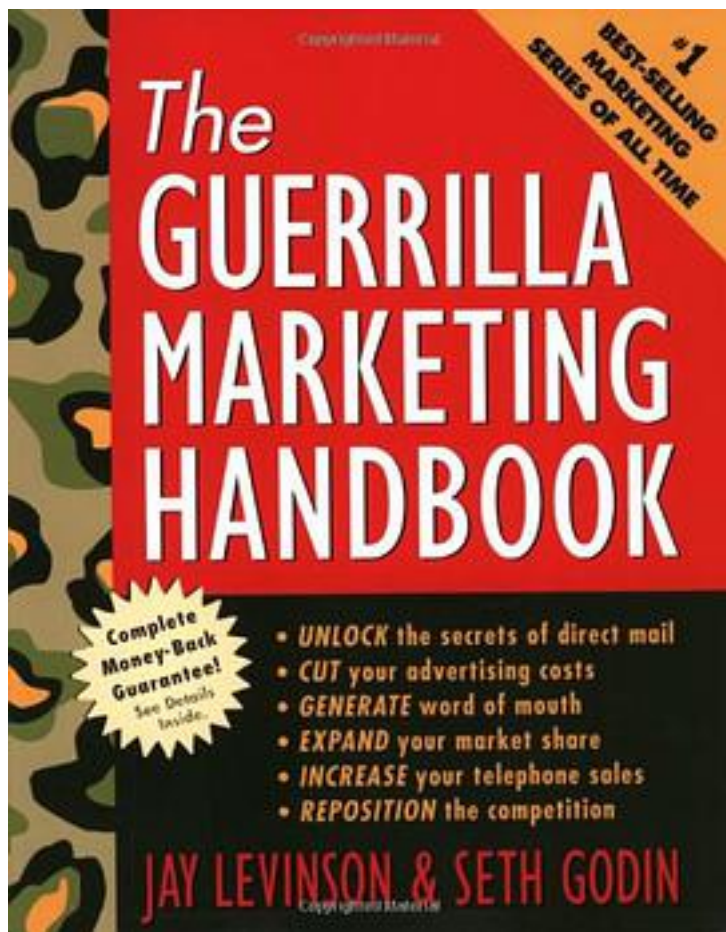


# Guerrilla Marketing Handbook



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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.

作者介绍:

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