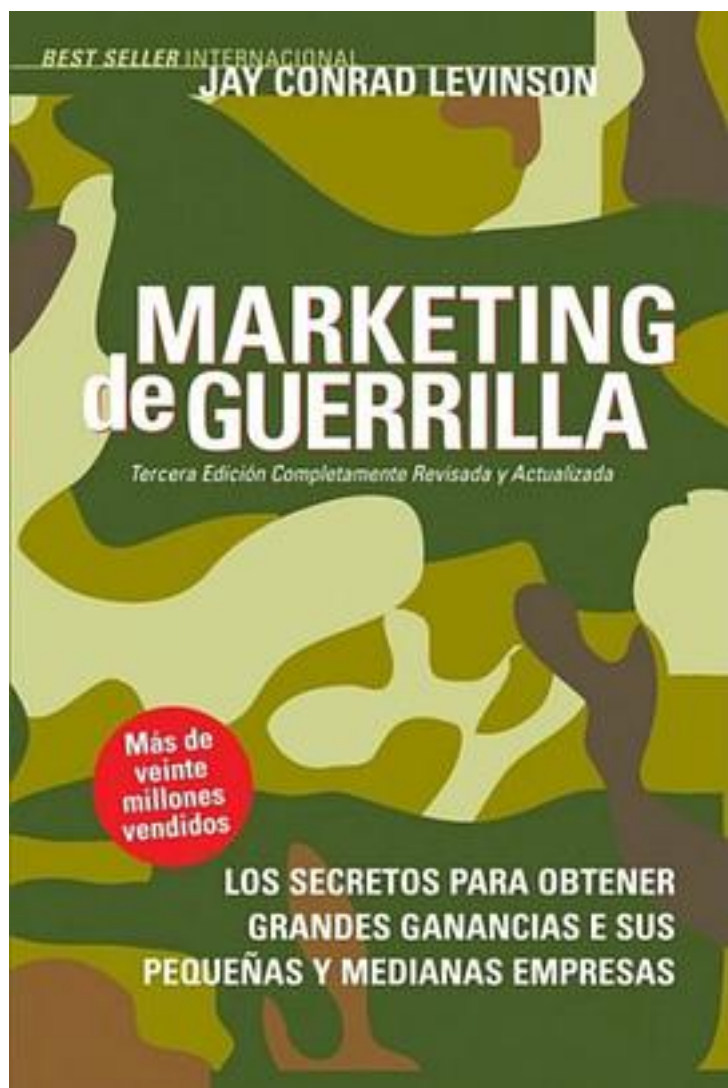


Marketing de Guerrilla (Spanish Edition)



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When GUERRILLA MARKETING was first published in 1983, Jay Levinson was considered a pioneer with his unique "take no prisoners" approach to marketing, oriented to owners of small and medium-sized companies. Almost 20 years and 1,000,000 copies later, GUERRILLA MARKETING is now considered the Marketing Bible and the consulting book for entrepreneurs. Full of scores of solid guerrilla marketing weapons as well as invaluable business recommendations for today's marketers, this editions, completely revised and expanded, identifies the following: The fastest-growing markets for the 21st century, with suggestions on how to reach them. Special strategies for forming strategic marketing alliances with other businesses. The latest tactics for independent contractors and those who do business on the telephone. Up-to-date information on the Internet and other technologies than held the guerrilla entrepreneur choose the proper business and make it grow. Management lessons for the entrepreneur in the 21st cent

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