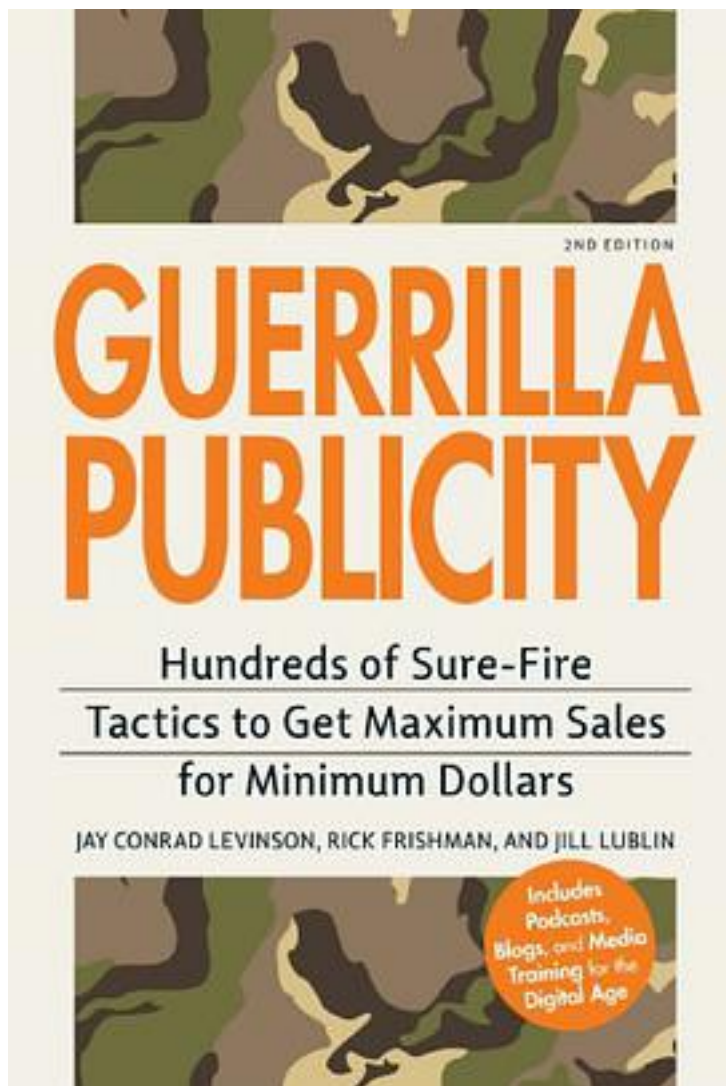


Guerrilla Publicity



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"Guerrilla Publicity, 2nd Edition" is a revised and updated version of "Guerrilla Publicity" (Adams, 2002). It is a complete publicity bible for business owners. The new edition includes new information on: campaign timelines - scheduling a seamless, well-coordinated campaign; media training for the digital age; blogs; photographs, illustrations, and visual aids; tours, Internet tours, and teleconferences; ethnic and specialty markets; podcasts; and, instant messaging.

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