



Marketing de Guerrilla (Spanish Edition)

Jay Conrad Levinson, Steve Savage

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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 & medium-sized companies. Almost 20 years & 1,000,000 copies later, GUERRILLA MARKETING is now considered the Marketing Bible & the consulting book for entrepreneurs. Full of scores of solid guerrilla marketing weapons as well as invaluable business recommendations for today's marketers, this completely revised & expanded edition (Spanish version), 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 & those who do business on the telephone.

Up-to-date information on the Internet & other technologies that help the guerrilla entrepreneur choose the proper business & make it grow.

Management lessons for the entrepreneur in the 21st century.

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