



## Guerrilla Marketing Excellence: The 50 Golden Rules for Small-Business Success

By Jay Conrad Levinson

Mariner Books, 1993. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Guerrilla Marketing Excellence explains fifty rules aimed at fine-tuning your marketing style. It includes information on the uses of video, television distribution, networking effectiveness, and marketing combinations in an increasingly competitive business climate.



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