

Guerrilla marketing,
4th edition: easy and
inexpensive
strategies for making
big ...



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ID Lecturer Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business The book by Jay Conrad Levinson touches upon the dictum of revolutionizing marketing strategies for small business owners with an absolutely free methodology to entice new clients. The book discusses the main aspects behind the advent of guerrilla marketing and how it has been able to manifest success within the realms of easy and cheap strategies that are dedicated towards the small business avenues. What is even more significant is the premise that banks upon comprehending how guerrilla marketing has been a point of success for the small business owners who want to derive the maximum value and benefit out of the related equation. This is important because guerrilla marketing allows the small businesses to invest within their own realms and thus thrive deeply upon the different facets that are related with growth and development. The book by Levinson emphasizes on how the new strategies in the wake of marketing on the Internet are coming about and how the same have developed incessantly over the years. He has also explained in detail the manner under which a precise usage of the marketing on Internet has come about. Then there are the new tips for technological usage and how to make precise incorporations within the very same. The tips that he has discussed comprise of the podcasting and automated marketing regimes (Levinson, 2007). Jay Conrad Levinson has also detailed the readers regarding the guerrilla marketing approach which when used in an aggressive way will derive the best possible results. What this has essentially meant is that the guerrilla marketing realms will achieve the results which are expected out of it, and which shall be the cornerstone of achieving immense objectives and goals in the long run. Also, Levinson has pinpointed <https://assignbuster.com/guerrilla-marketing-4th-edition-easy-and-inexpensive-strategies-for-making-big-profits-from-your-small-business/>

on the role of guerrilla marketing being the avenue for small business owners when it comes to the different programs which are targeted towards the prospects and potential customers under the due aegis of telecommuting and referral business. These are essential aspects which have been touched in detail by the writer, and which shall be the basis of the success of guerrilla marketing realms in the times to come if employed in a proper way. He has specifically mentioned about the management lessons in this day and age when they are direly needed to make use of, and more precisely by the telecommuting and freelance employees working under such small business undertakings. It is a fact that Levinson has quite rightly pointed out the due role of the small business' easy and inexpensive strategies which will reap rich dividends in the coming times. Now what is needed now is a comprehension that the incorporation of these strategies is done in an amiable way; a way that shall decide the course of action in the future. In the end, it would be appropriate to suggest that the guerrilla marketing book penned down by Levinson is indeed the entrepreneur's marketing bible, and should always be understood within the relevant scheme of things. It is a book for every small business owner all said and done. References Levinson, J., 2007. Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business. Houghton Mifflin