

# 《Guerrilla Marketing Excellence ( ISBN=9780395608449 ) 》

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## 内容简介

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.

## 作者简介

Jay Conrad Levinson, president of Guerrilla Marketing International, lectures around the world on guerrilla business techniques for major companies, professional organizations, and universities. He is the author or coauthor of eleven books in the Guerrilla Marketing series and writes the popular "Guerrilla Entrepreneur" column for Entrepreneur magazine. The author currently lives in California.

## 目录

Preface: How Guerrillas Profit from Golden Rules

PART ONE:

GOLDEN RULES TO GUIDE YOUR THINKING

What the Stonecutter Knows

Precision

What People Really Buy

Solving Problems

The World's Best Customer List

Customer Reverence

Convenience

The Power of Questions

The Perils of Showtime

Introducing New Products and Services

Sources of Marketing Know-how

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