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HOUGHTON MIFFLIN, United States, 2001. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The guru of the Guerrilla Marketing series, which has sold more than one million copies, shows small business owners how to cut through the clutter of new information with simple, powerful ideas that customers will find irresistible. Today, with more than four thousand marketing messages assailing consumers daily, it is more important than ever to create an original, appealing, and memorable message....

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- Authored by President Jay Levinson
- Released at 2001



Reviews

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It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think. -- Dr. Breana O'Kon

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