

Guerrilla Marketing Easy And Inexpensive Strategies For Making Big Profits From Your Small Business Jay Conrad Levinson.pdf

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[Guerrilla marketing - Wikipedia](#)

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Guerrilla marketing is an advertisement strategy to promote products or services on the streets or other public places with little money. This involves getting the attention of the public. Guerrilla marketing is done in public places such as shopping centers, parks or beaches to attract a big audience. It was popularized by Jay Conrad Levinson in the book *Guerrilla Marketing*, 1984.

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