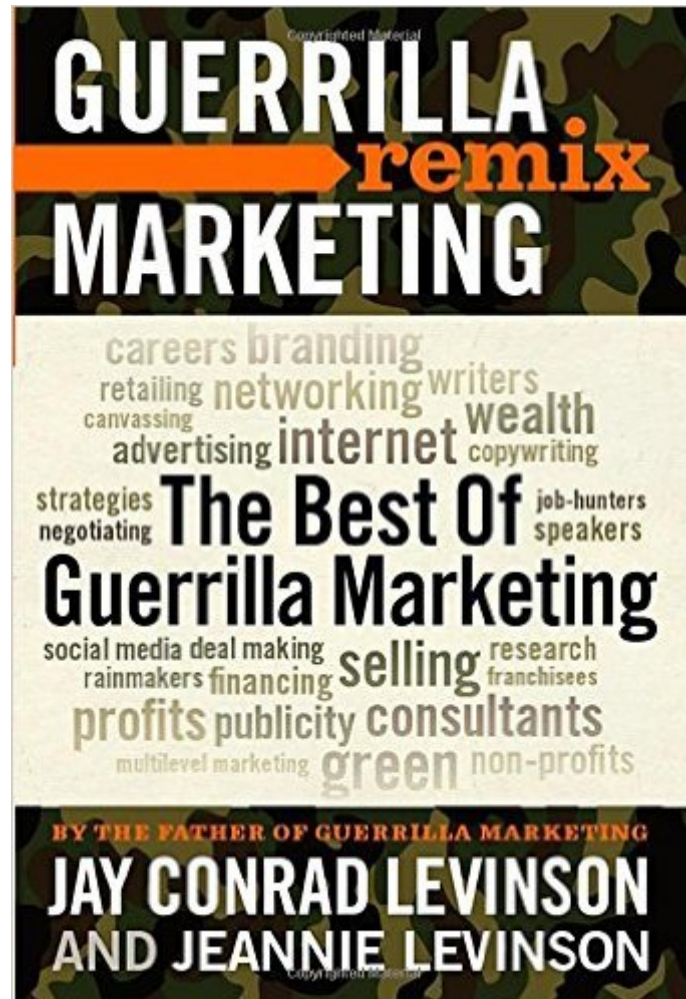


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The Best Of Guerrilla Marketing: Guerrilla Marketing Remix



Synopsis

Reconnecting with such authors as Seth Godin from *Guerrilla Marketing Handbook*, *The Father of Guerrilla Marketing*, Jay Conrad Levinson, and co-author Jeannie Levinson, present fans and new guerrillas with the first book to deliver the best of Guerrilla Marketing—a combination of the latest secrets, strategies, tactics, and tools from more than 25 top selling Guerrilla Marketing books. Learn how to reshape your approach to branding, advertising, social media, networking and more—ultimately, making more money, while spending less.

Book Information

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Customer Reviews

“Guerrilla Marketing Remix: The Best Of Guerrilla Marketing” by Jay Conrad Levinson and Jeannie Levinson contains a little about a lot. What I mean by that is there are 47 chapters that address different marketing topics. The chapters don’t go deep into the topics, but rather give you highlights. After all, this is a “best of” book that is drawing from numerous volumes. The first 15 chapters make up part one, which provides insight into Guerrilla Marketing. If you are new to Guerrilla Marketing principles, these chapters will get you going and then some. If you are already familiar with Guerrilla Marketing, these chapters are excellent review and reminders. There is a lot of good information in these chapters, and even if you don’t use or apply everything to your business, you should find topics that will help your marketing efforts. The second part of the book contains chapters written by Guerrilla co-authors. These chapters vary greatly in topics, with all of

them being short pieces based on the huge series of Guerrilla books (over 35). Some chapters might not relate to you or your business, such as Guerrilla Marketing For Nonprofits or Guerrilla Multilevel Marketing. Other chapters can help people regardless of their business or organization such as Guerrilla Negotiating or Guerrilla Networking. Overall, I like this book and found a lot of useful tips to help with my marketing efforts. I also learned of a few other Guerrilla Marketing books that I'd like to pick up to learn even more in certain areas. If you are looking for the greatest hits from the Guerrilla Marketing books, this is it. 47 chapters that highlight some of the best marketing advice around. If you implement even a portion of the strategies and tips in this book you will bound to get ahead with your marketing efforts. Recommended for your business bookshelf.

The book is great! I have a digital and a hard copy of the book. If you are not sure about how to market your business, this is the book to get. Levinson covers everything from online marketing to business cards and newspaper advertisements. The Best of Guerilla Marketing is the Marketing Bible for every business.

As a business counselor, I purchased The Best of Guerrilla Marketing--Guerrilla Marketing Remix to have a newer version of Guerrilla Marketing, without having seen the book. When it arrived I found this to be a far greater than expected, bringing in parts of the diverse Guerrilla Marketing Series: From Publicity to Job Hunting, Public Speaking to Financing and more in one volume. With the Guerrilla view of low cost and creative approaches that can knock the results out of the park, it gets the mind thinking creatively here is how I can apply this to...

A wonderful update to already great material, all in one cover, well laid out, easy to read, quick to reference, easy to find appropriate material, Thank you.

I'm horrible at reading an entire book. Jay did a great job keeping me thru. Loved the different points of view from the co authors. This book is loaded with tips and must dos. I have loads of highlights to go and execute. Thank you !

I was hoping for more practical examples but I found mostly rules to follow in between fluff explaining the rules. A bit of a letdown but definitely worth a read for the 2nd half of the book which has guest authors. You'll be better off buying the standalone books instead of this mish-mash of the best parts of those books.

After 30 years turning around businesses, it was like meeting my soul mate to discover Jay Conrad Levinson and his Guerrilla Marketing genius. Anyone who has had to grow a business on a shoestring budget will connect with and devour this content. You'll find that lightbulbs going on in your mind like christmas lights on a skyscraper. Since reading some of his Guerrilla Marketing masterpieces I have attended trainings with both Jay and Jeannie Levinson and now know them to be extraordinarily hard-working and dedicated teachers. Jay tells the story of writing Guerrilla Marketing for his students at Berkeley. The book found an audience selling millions of copies. I can highly recommend this book that Jeannie and Jay have painstakingly compiled highlighting some of their favorite content from a combination of the Guerrilla Marketing books. This is a great place to start your Guerrilla library and education, packed full of gems. Cydney O'Sullivan, Author How to Be Wealthy NOW! 108 Fast Cash Solutions, and Social Marketing Superstars, Social Media Mystery to Mastery in 30 Days - Forward by Jay Conrad Levinson, Available on

Before I say what I've got to say let me first qualify myself. I have well over 100 books in my library on marketing. Dan Kennedy, Chet Holmes, Jay Abraham and other greats. This book falls ridiculously short. Between the cheesy feel good stories woven into the rambling conceptual nonsense, you'll find little to do with action steps that a business owner can take in his business marketing. There is a core theme of "guerrilla" gimmick but nothing of substance to show what a so-called "guerrilla" can do to better his marketing. The best part (kinda) was in the ending chapters when the other co-authors pitch their fluff. I'll probably be trashing this book instead of adding it to my library. To be fair, I just purchased the original Guerrilla Marketing book and I'll read that and hopefully it will make me eat my words in this review.

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