

DOWNLOAD GUERRILLA MARKETING SECRETS FOR MAKING BIG PROFITS FROM YOUR SMALL BUSINESS

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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.

Guerrilla marketing - Wikipedia

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El Marketing de guerrilla es un conjunto de estrategias y técnicas de marketing, ejecutadas por medios no convencionales, y que consiguen su objetivo mediante el ingenio y la creatividad, en vez de mediante una alta inversión en espacios publicitarios. Al no ser publicidad convencional permiten llegar al grupo objetivo de una forma diferente. El término Guerrilla Marketing fue popularizado ...

Mercadotecnia de guerrilla - Wikipedia, la enciclopedia libre

Marketing warfare strategies represent a type of strategy, used in commerce and marketing, that tries to draw parallels between business and warfare, and then applies the principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to territory in dispute.

Marketing warfare strategies - Wikipedia

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