

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$319.00

Editorial:

Año: 2010

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780470409510

These Two Masters of Marketing Want to Pass Their Most Powerful Success Strategies on to You!

Learn to:

Slash marketing costs and boost profits by making your business as green and ethical as possible

Easily turn your customers, suppliers, and even competitors into your unofficial sales force

Understand how to turn business acquaintances into powerful joint-venture partners

Cut your advertising budget and build revenues using social media, traditional media, and the power of your own brain—even get paid to do your marketing

Harness the Magic Triangle and the Abundance Principle to skyrocket to success

Find all this and much more within the covers of *Guerrilla Marketing Goes Green*—your road map to thrive and prosper as a green, ethical business in tough times and good times.

"A playbook for companies that want to succeed in a world where integrity and transparency trump slick slogans. This is a gem that should be required reading—not just for so-called green marketers, but for any marketer who wants to succeed in today's economy, and tomorrow's."

— Joel Makower, Executive Editor, GreenBiz.com, and author, *Strategies for the Green Economy*

"Very wise words from very wise men. Shel and Jay are seasoned marketing pros who not only talk the talk, but walk the walk . . . Follow the advice of *Guerrilla Marketing Goes Green*. Your current customers, your new customers, and your bank account will be richer for it."

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_Bob Burg, author, Endless Referrals, and coauthor, The Go-Giver