



## Guerrilla Marketing for the Home-Based Business

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By Levinson President, Jay Conrad; Godin, Seth

Mariner Books, 1995. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Describes marketing techniques particularly effective for home-based businesses, emphasizing the importance of positioning, word-of-mouth advertising, direct mail, and customer service.



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