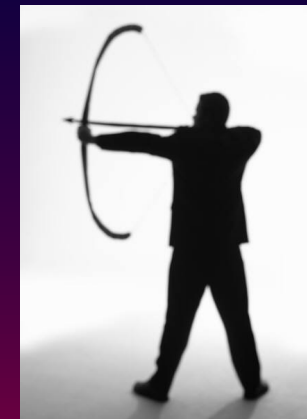


Guerrilla Marketing Program Secrets

J. Conrad Levinson

1. Commitment to program
2. Program is investment
3. Consistency breeds confidence
4. Multi-tiered approach
5. After-sale campaign
6. Engender consumer convenience
7. Create amazement
8. Measure effectiveness
9. Business interdependence
10. Technology armament



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