



# **Summary: Guerrilla Marketing In 30 Days - Jay Levinson and Al Lautenslager: One Dynamic Blueprint to Maximize Profits and Increase Customers**

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Complete summary of Jay Conrad Levinson and Al Lautenslager's book: "Guerrilla Marketing in 30 Days: One Dynamic Blueprint to Maximize Profits and Increase Customers".

This summary of the ideas from Jay Conrad Levinson and Al Lautenslager's book "Guerrilla Marketing in 30 Days" shows that with 30 days of consistent effort, you can upgrade and enhance your organization's entire approach to marketing. The guerrilla marketing creed is that it's possible to achieve conventional aims (like sales and profits) using unconventional methods (like investing energy in your marketing and not just more money). When it comes to marketing, the missing "secret sauce" is usually implementation rather than conceptualization. Loads of people spend all their time getting in position to start marketing when in reality they should be just getting into action. Energy, passion and enthusiasm can cover up a lot of gaps in your marketing know-how. This summary explains strategies to help businesses with their marketing.

## **Added-value of this summary:**

- Save time
- Understand the key concepts
- Increase your business knowledge

**To learn more, read "Guerrilla Marketing In 30 Days" and discover useful tips for starting a business.**



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