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Great information but a little dated. The book was written in 1994 (?) so some of the presentation is... meh.

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The authors' use of the term "guerilla marketing" is completely inaccurate. This book is about TRADITIONAL media -- guerilla marketing is the complete opposite. It was also written in 1994, before the advent of the commercialized Internet, so it's a very very very old school approach to advertising.

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He is the author of the highly  
acclaimed "Guerrilla Music Marketing  
Handbook" and the "Music Marketing  
101" course at Berkleemusic, the  
online continuing education division  
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This book will guide marketers into the world of positioning and selling products and services. The authors lead the reader step by step through the process of developing a marketing campaign. They offer detailed descriptions of more than a hundred marketing tools from contests to affinity programs, from direct mail to billboard advertising.

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Guerrilla marketing is a product of the shift to electronic media from traditional print, radio, and television marketing. It was coined by Jay Conrad Levinson in his 1984 book *Guerrilla Marketing* .

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for Songwriters, Musicians & Bands  
on a Budget (Revised & Updated) by  
Baker, Bob (February 27, 2013)  
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Jay Conrad Levinson, Seth Godin.  
Houghton Mifflin Harcourt, 1994 -  
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with guerrilla marketing and we aim  
to study how the two consumer  
behavior aspects; creativity and  
credibility, might be affected by the

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Handbook use of guerrilla marketing techniques.

1.3 Research purpose The purpose of this thesis is to explore how the use of guerrilla marketing affects consumer behavior in terms of brand attitude, brand image and purchase intention. Moreover, the effect on Word-of ...

## GUERRILLA MARKETING

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