"This is Barely Legal... But You Can Still Get Away With It" A Review of Guerrilla Marketing: Put Your advertising on Steroids by Mark Joyner, International Best Selling Author of The Confidential Internet Intelligence Manuscript I guess it's human nature to be tempted by things that are forbidden -- or barely legal, for that matter. There's something wickedly delicious about "getting away with something" that makes us feel like the "cat that swallowed the canary." Face it. We all want an unfair advantage if the prize is appetizing enough. Olympic athletes took steroids before the anabolic drug was banned-- for the prize of a gold medal. What would you do for the prize of having an Internet business that is insanely profitable? I doubt that you'd do anything illegal... but if it were legal, you'd do almost anything, wouldn't you? What the heck am I talking about, you ask? Here it is: Just when I thought I'd read every valuable book on marketing, Jay Conrad Levinson revives my amazement yet again. Given the fact that Jay has always been famous (and notorious) for his unconventional and revolutionary ideas, I shouldn't be surprised that he has pioneered yet another blockbuster concept: steroidal marketing. In his new book,
Guerrilla Marketing: Put Your advertising on Steroids, Jay took the proven concepts of the world's most
successful companies, and synthesized them into a new type of marketing that any Internet business can
use to make mega-profits. Among other things, he shows you how to make your Internet business
insanely profitable on a tiny marketing budget -- and use stealth tactics to snatch business away from
your competitors. Those 2 things alone are well worth the cover price. Somewhere along the way, I must
have gotten pretty smug about Internet marketing because it took someone like Jay to give me a jolt in
the head with his new arsenal of innovative strategies. He reveals things that most so-called marketing
"gurus" don't even know -- but if they did, it would boost even their business by at least 30% to40%. What
can you expect from the man who made "guerrilla marketing" a household word, and masterminded 3 out
of the 10 most successful advertising campaigns of the 20th century (including the Marlboro Man, Green
Giant, and Fly the Friendly Skies)? Guerrilla Marketing: Put Your advertising on Steroids is definitely a
treasure, and I recommend that you check out how Jay invented this amazing method of marketing. "Ask
almost any successful entrepreneur what the best book is for building a small business, and one of
Levinson's titles will surely come up."-- Entrepreneur Business Success Guide Buy Now to check out
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