



Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients

By Jay Conrad Levinson, Michael W. McLaughlin

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients, Jay Conrad Levinson, Michael W. McLaughlin, Trusted advice on successful consulting from the authors of the bestselling Guerrilla Marketing series Consulting is entering the era of the guerrilla client--buyers with a glut of information at their fingertips and doubts about the value consultants add. Guerrilla Marketing for Consultants is the first book to reveal how guerrilla marketing can transform today's challenges into golden opportunities for winning profitable work from the new breed of consulting clients. Packed with information, this step--by--step guide details the 12 marketing secrets every consultant should know, the anatomy of a marketing plan, Web sites, sources of free publicity, direct--mail marketing, winning proposals, and more. Jay Conrad Levinson (San Rafael, CA) is the Chairman of the Board of Guerrilla Marketing International and the author or coauthor of more than 30 books, including the bestselling Guerrilla Marketing series. Michael W. McLaughlin (Mill Valley, CA) has been a partner with Deloitte Consulting since 1994.



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