



Guerrilla Creativity: Make Your Message Irresistible with the Power of Memes

By Jay Conrad Levinson

Mariner Books. Paperback. Book Condition: New. Paperback. 256 pages. Dimensions: 8.8in. x 6.0in. x 0.6in. The guru of the Guerrilla Marketing series, which has sold more than one million copies, shows small business owners how to cut through the clutter of new information with simple, powerful ideas that customers will find irresistible. Today, with more than four thousand marketing messages assailing consumers daily, it is more important than ever to create an original, appealing, and memorable message. Marketer extraordinaire Jay Conrad Levinson shows readers how to craft such messages using memes -- simple symbols that represent complex ideas. Memes can be words, such as Lean Cuisine or Remember the Alamo, or they can be images, such as the Red Cross or Betty Crocker. They can even be actions, like drenching a victorious coach with a barrelful of Gatorade. The best memes can propel a product or service to the pinnacle of success. As no other book has done before, GUERRILLA CREATIVITY shows how even someone who doesn't consider himself creative can make memes that work. Using a variety of examples of memes both good and bad, Levinson guides readers step by step through the process of fashioning marketing materials that result...



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