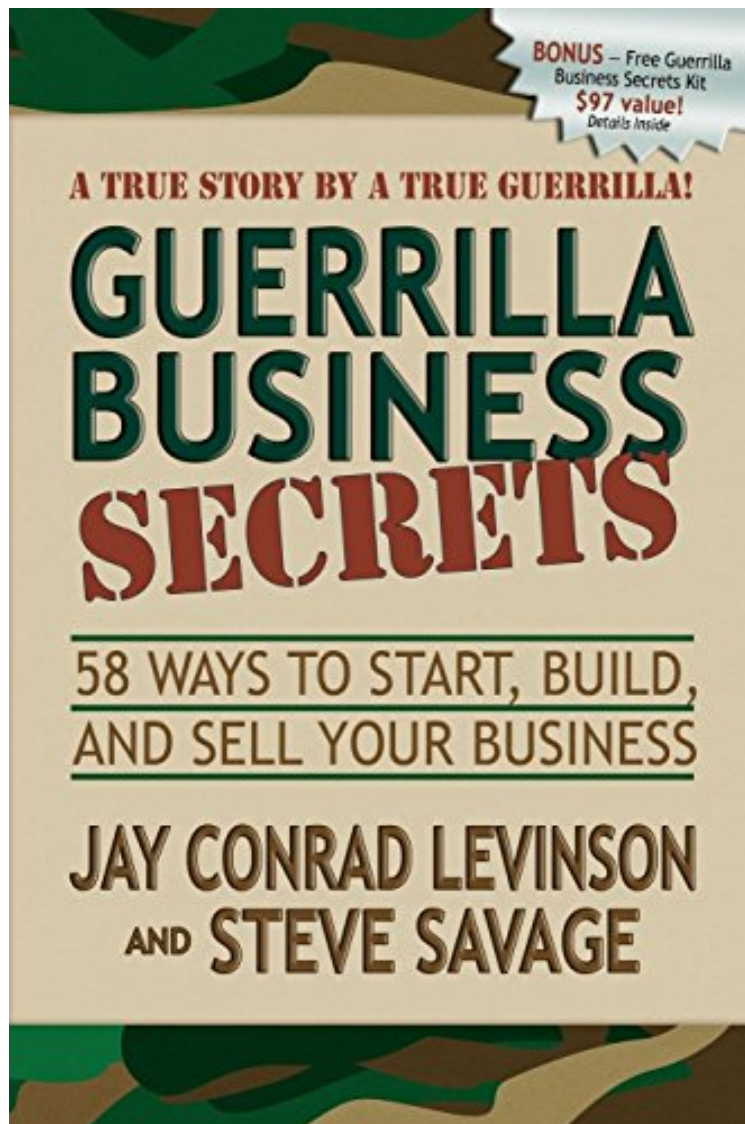


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Guerrilla Business Secrets: 58 Ways to Start, Build, and Sell Your Business (Guerilla Marketing Press)

Jay Conrad Levinson

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Jay Conrad Levinson : Guerrilla Business Secrets: 58 Ways to Start, Build, and Sell Your Business (Guerilla Marketing Press) before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Business Secrets: 58 Ways to Start, Build, and Sell Your Business (Guerilla Marketing Press):

0 of 0 people found the following review helpful. Not what I was expecting, and a little dissapointingBy IllisilI bought this hoping to gain some valuable insights into the business world and some useful tips on running my business more

effectively. What I got instead was a cross between a novel and a memoir with some business tips sprinkled in for good measure. For a bit of pretense, the author made his money by working with schools through school fund raising, the book recounts his experiences. He would have the kids sell his merchandise and allow the school to keep a portion of the profit. This in and of itself would have been a great Guerilla business secret: Work with/partner with local institutions. But this is never mentioned. The book's chapters are divided into business secrets, which makes the book easy to navigate, but cumbersome to read out of order because there is also a story/memoir being written at the same time. So reading the chapters out of order becomes impractical. I wish the author had made more of an effort to relate the tips to businesses other than his own, and how these tips might be implemented in other businesses. For instance Secret 34: Its not an easy sale its the delivery that counts. This chapter told of how he was losing sales because his customers had to organize the merchandise themselves and how the author made more money by having it organized in his own facility and delivering it that way. I would have loved to get examples as to how that's applied to other businesses, for instance McDonald's locations often have drive throughs, and studies have found that customers often prefer drivethrough to getting out and going into a facility. Better delivery of products becomes more sale. Some secrets should not have been included in this book because they carry more potential for harm than good, which as you read the story you'll find the author gets caught in his own trap so to speak. Guerilla business secret, number 38: Don't ask for government permission, is a prime example of that. We all know that governments, both local and national, set down the rules as to how a business can and cannot run, what it can and cannot do. And if you break these rules there wil be problems. The author finds this out after being told he cannot run his business in a certain school district, when he tries to run the business under the government radar, they shut his business down. Not only in that area but the officials contact officials in other areas, and there become whole regions he cannot opperate in. I don't even know why he included that one. All in all, this book will definitely give you a clear picture of the writer's life story and a few good tips on how to run (or not run) your business. If you are clever enough to weed out the bad stuff and to find how the good stuff can be applied to your own business (the author makes no effort to help on those things), this book is worth the read.0 of 0 people found the following review helpful. If you want to start your own business you must read this bookBy Nelson GonzalezI just finished reading this book and it truly inspired me. If you are looking to start your own business you need to read this book. Steve Savage shows you with real life examples some of the techniques he has developed for decades to master the art of business and market. The more you read, the more you get to know the person behind all the experiences. This is not theoretical stuff and you won't probably learn it in school either. This is just experience lived through failures and successes.This book does not deal with business theory and things that are hard to implement in the real world. I've read many books that deal with theories with nice charts and other things but most of the stuff is very difficult to put in practice out there. This work will search inside you and look for the entrepreneur we all have hidden some place. If you care about your future and those ideas you've had of running something on your own whether it's full-time or part-time, this book will give you the tools to rethink your ideas and start you off with the right attitude towards your goals.Conclusion: easy read, direct to the point, excellent book content, and well distributed all along. This is a genuine piece of information for current and future business men and women.0 of 0 people found the following review helpful. Valuable Secrets from a True MentorBy Pamela L. EndersImagine you have the opportunity to sit down with someone who has had vast experience starting, building,and selling businesses. And imagine that this person speaks with you in an engaging, thoughtful way that is filled with practical tips and sound advice. Well, imagine no more!If you read Guerrilla Business Secrets you can have this experience right in the comfort of your own living room (or wherever you read this book). Reading Guerrilla Business Secrets is like listening to a wise mentor - someone who has been there before and who has learned from his experiences.Steve Savage isn't afraid of talking about his mistakes either; he wants you to be able to learn from them and that you will.I love this book! Truly, it's eminently readable and filled with interesting and helpful information. I like that the authors convey their "secrets" via stories since we are much more likely to remember stories than facts and figures. And you will remember this book and all the wisdom it contains.

Do you long to run your own business? Guerrilla Business Secrets will captivate you. By living vicariously through Steve Savage's desolate disasters tremendous triumphs, you will gain knowledge of nearly every facet of starting running a business. Most people think about doing something on their own, but are afraid to try. They stay in the safe corporate life they are used to. It is now common knowledge that a big corporation is not really safe anymore. Guerrilla Business Secrets will show you how to break out and do it. Are you a go-getter who yearns for the dream of running your own business? Great! You will experience with Steve his incredible years, developing dazzling products building successful sales forces. Guerrilla Business Secrets tells how hundreds of men and women trained by Steve were able to fulfill themselves stretch to the outer limits of their potential. Do you want to get out of the corporate rat race? You will be inspired motivated.

About the AuthorJay Conrad Levinson is the author of the best-selling marketing series in history, ""Guerrilla Marketing,"" plus 58 other business books. His books have sold more than 20 million copies worldwide and have been

translated into 60 languages. Jay also conducts guerrilla marketing training programs, hosts the very popular Internet website, www.gmarketing.com, and formed The Guerrilla Marketing Association.