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## **Guerrilla Marketing for Dummies - Payhip**

It's a bit naughty to jump on the Guerrilla Marketing brand name but guerrilla marketing is also a term that has slipped into general use to reflect unconventional marketing techniques that step outside of the normal channels and may be used by large or small businesses (Think Hoover and hoover for vacuum cleaners).

## **The Complete Idiot's Guide to Guerrilla Marketing: Drake ...**

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November 28, 2012 · GMFD co-author, Patrick Garrigan, chats with Medialife Magazine about marketing at New Year's Eve celebrations.

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Guerrilla marketing is an advertisement



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strategy in which a company uses surprise and/or unconventional interactions in order to promote a product or service. It is a type of publicity. The term was popularized by Jay Conrad Levinson 's 1984 book Guerrilla Marketing.

## **Guerrilla marketing - Wikipedia**

From my research and involvement within the topic I have coined my own definition for this particular form of publicity and advertising: Guerrilla Marketing is an alternate and unconventional form of advertising that combines the elements of shock, involvement and unconventional wrapped up with a strategic intent.

## **The Future of Guerrilla Marketing In a Digital World**

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