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around. 3. Traditional marketing is geared toward big business.

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20. Traditional marketing identifies the heavy weapons of marketing: radio, TV, newspapers, magazines, direct mail, and the Internet. Guerrilla marketing identifies two hundred weapons of marketing, and many of them are free. The heart of guerrilla marketing is the proper utilization of those weapons you choose to use.

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learning about market share and how to gain it.

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Guerrilla Marketing Quotes by Jay Conrad Levinson

When Guerrilla's come together, magic happens. They learn new techniques and find resources to grow their profits. A successful Guerrilla knows that collaboration is an easy and low-cost means of growing your sales.

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