



# Guerrilla Publicity: Hundreds of Sure-Fire Tactics to Get Maximum Sales for Minimum Dollars

*Jay Conrad Levinson, Rick Frishman, Jill Lublin*

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How to build publicity campaigns from the inside out. Guerrilla Publicity is set to become the PR bible for a new decade. The book lays out an aggressive plan for learning how to build publicity campaigns from scratch, how to zero-in on a targeted market, and how to infuse a marketing plan with publicity hooks. This motivational book also includes: Inside info on how to make friends in the media; Simple ways to get others to spread the message; Sample press releases and media kits

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