



An investigaton into the relevance of Guerrilla Marketing to small and medium-sized enterprises

By Benjamin Bach

GRIN Verlag Dez 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x4 mm. This item is printed on demand - Print on Demand Neuware - Bachelor Thesis from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.9, University of Lincoln (Faculty of Business & Law), course: Marketing & Advertising, 25 entries in the bibliography, language: English, comment: This is a very well-written paper. , abstract: Guerrilla (ge ril) marketing; an unconventional way of promotional marketing activities on a low-budget level. This aggressive marketing approach is characterised by creative and legal attacks targeted on competitors in order to maintain or increase awareness and impact to the customer. Guerrilla marketing stands for focusing on conventional goals such as profit or growth, but doing it by using exceptional promotional approaches, like advertising in yellow pages, wild postings or non-traditional outdoor advertising media vehicles. Customers are confronted with an increasing amount of advertising messages per day and therefore organisations have to develop advertising approaches to stand out in today s media fragmentation. Especially small and medium-sized enterprises are having greater internal limitations regarding a restricted budget for marketing communications and facing bigger external uncertainties than...



READ ONLINE

Reviews

I actually started off looking over this publication. Indeed, it really is play, nevertheless an amazing and interesting literature. Its been printed in an exceedingly basic way and is particularly just right after i finished reading this ebook by which actually altered me, affect the way i believe.

-- **Toney Bernhard**

This book is definitely not effortless to start on reading through but extremely fun to learn. Better then never, though i am quite late in start reading this one. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Aliya Franecki**