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Guerrilla Marketing and Joint Ventures: Million Dollar Partnering Strategies for Growing ANY Business in ANY Economy

Jay Conrad Levinson, Sohail Khan

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Jay Conrad Levinson, Sohail Khan : Guerrilla Marketing and Joint Ventures: Million Dollar Partnering Strategies for Growing ANY Business in ANY Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Marketing and Joint Ventures: Million Dollar Partnering Strategies for Growing ANY Business in ANY Economy:

0 of 0 people found the following review helpful. Great bookBy CustomerSohail has some useful pointers on what to look for in a JV and how to eliminate the wrong type of partners, its a good starting point for sure. I recommend you read it but be aware it isn't telling you step by step on what to do to make this happen and if that is what you are looking for then don't buy it, however I am sure if you reached out to him on LinkedIn and follow him on social media, you could find a lot of value.0 of 0 people found the following review helpful. Narcissistic Author/Awful bookBy JessicaThis has got to be one of the worst books I've ever read on marketing. The entire book is chapter after chapter of the author talking about how great he is, instead of offering valuable advice to those reading it. It was like learning from a sleazy car salesman with Donald Trump's narcissism. I wouldn't waste your time reading this. And I've never left a bad review before this but have to in this case. Plus there were so many typos it was killing me.2 of 2 people found the following review helpful. DONT WASTE YOUR MONEY ON THIS BOOKBy vinjaDONT WASTE YOUR MONEY ON THIS BOOK..... all this guy does is tell his story.and its a good story.but it doesnt help you actually do this.he just wants you in his "LIST"...then he wats you to spend ...15 to 25 thousand for his HIGH END programs.

Are you ready to become a master of guerrilla marketing and joint ventures, the combined type of smarter marketing necessary for true entrepreneurial success worldwide in any economy and any marketplace. "Guerrilla Marketing and Joint Ventures" explains step-by-step how entrepreneurs can use smarter marketing and joint ventures to generate maximum profits from minimum investments. Put another way, applying what you are about to learn can help make your business grow very quickly for low or even zero-cost and real-life case studies (including the author's own experience of going from zero to 4 million customers in 30 days) will also show you how joint ventures can help an individual entrepreneur make millions in a very short space of time.

"Guerrilla Marketing and Joint Ventures will help any entrepreneur especially start-ups go from zero to hero-it's like David partnering with Goliath and both of them winning!" - Kevin Harrington , CEO of As Seen On TV and star of ABC's hit show Shark Tank "This is quite simply the breakthrough book for business owners-of all sizes-in all areas. All business success in the years ahead will be determined by your ability to enter into more and better joint ventures." - Brian Tracy , New York Times Bestselling Author, The Psychology of Selling "Discover the secret of leverage with this masterpiece by the late founding father of guerrilla marketing and his brilliant co-author. A truly practical, money-making, terrific work of genius." - Joe Vitale , author "Hypnotic Writing" and star of the movie The Secret "In the 35 years Margie and I have had our leadership training and development company, we have had many joint ventures. Some have worked well; others have been less successful. If we had read Jay and Sohail's book Guerrilla Marketing and Joint Ventures years ago, our track record would be almost perfect. Their advice can help you, too-because today you can't do everything by yourself. You need productive, strategic partnerships." - Ken Blanchard , co-author of New York Times Bestseller The One Minute Managerreg; "Smart marketers have figured out that collaboration provides unbelievable potential for revenue generation. Jay and Sohail have laid out the plan for you to succeed with joint ventures. Read this book and gain the benefits of their experience!" - Tom Hopkins , New York Times Bestselling Author of How to Master the Art of Selling "Jay Conrad Levinson has given so much to the business and marketing world over the past few decades. It's a fitting tribute that his final work should focus on the power of partnering with others in business to make magic happen. This final "guerrilla marketing" title with joint venture expert, Sohail Khan, is a must read for anyone wanting to bring this magic to their business." - Joel Comm New York Times Bestselling Author of Twitter Power "Guerrilla Marketing and Joint Ventures brings you the strategies you really need to team up with the right people at the right time to bring in the revenue you want to have the profitable and successful business you've earned! Destined to become a classic." - Kevin Hogan ; Author of Invisible Influence "Guerrilla Marketing and Joint Ventures is a powerful, step-by-step guide that will teach you how to leverage the brilliance of marketing titan, Jay Conrad Levinson, and the world's leading Joint Venture expert, Sohail Khan. Packed full of easy to implement, high-ROI ideas and initiatives, bringing just 1% of what's taught to fruition will have a massive, positive impact on your income and your influence." - Steve Olsher , New York Times bestselling author of What Is Your WHAT? "Sohail and Jay hit a home run with this book. Guerrilla Marketing and Joint Ventures are what helped me to build several multi million dollar businesses, and Sohail nails it with his simple and easy to understand system for building profitable joint ventures. Don't walk, RUN and get this information-do what Sohail says and you will not only find success, you will also benefit fully from Jay's legacy. " - Stephanie Frank , Best Selling Author of The Accidental Millionaire About the AuthorJay Conrad Levinson is the author of the best-selling marketing series in history, "Guerrilla Marketing", plus 57 other business books. His books have sold 20 million copies worldwide. And his guerrilla concepts have influenced marketing so much that his books appear in 60 languages and are required reading in MBA programs worldwide. Jay taught guerrilla marketing for 10 years at the extension division of the University of California in Berkeley. He was a practitioner of it in the United States---as Senior VP at J.Walter Thompson, and in Europe, as Creative Director of Leo Burnett Advertising. He has been part of the creative teams that made household names of many of the most famous brands in history including: The Marlboro

Man and The Pillsbury Doughboy. Jay sadly passed away on October 10th 2013 (a few weeks after this book was completed) and was the Chairman of Guerrilla Marketing International and the Guerrilla Marketing Association. He transformed so many lives and businesses as the Father of Guerrilla Marketing. Sohail Khan is founder of The Joint Venture Group. Prior to starting The Joint Venture Group, Sohail has had over 15 years of sales, joint venture marketing and business experience. Having previously built a multi-million dollar online training business which he started with just \$1,000 in 2000, he then sold a majority stake to a \$160M IT company in 2006 valuing the business at \$10M. This accomplishment had him featured in many publications including *Website Magazine*; and the *Who's Who of Young Entrepreneurs*. In 2008 the IT company went bust and Sohail lost everything but retained the knowledge and expertise of building a multi-million dollar business using just joint ventures. In 2009 Sohail set himself a challenge to make \$1 Million within 12 months and using nothing but just his joint venture marketing expertise he managed to close a \$1.5 Million joint venture in just 30 days! Sohail now trains and speaks on the topic of Joint Ventures and Business Growth around the world and has shared the stage with some of the world's best business experts including, Brendon Burchard, Brian Tracy, Kevin Harrington, Joel Comm, Peggy McColl, Gary Vaynerchuck, Jairek Robbins, Mike Koenigs, Jay Conrad Levinson and many more. . .