



Street Marketing™: The Future of Guerrilla Marketing and Buzz: The Future of Guerrilla Marketing and Buzz

Marcel Saucet

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This compelling book shows companies new methods of marketing communication that will break through the noise created by the competition and allow them to differentiate their offerings and their brands.

- Thoroughly explains the compelling advantages of Street Marketing™, including low cost, high impact, and a personal approach that creates an emotional response
- Explains the current crisis of conventional marketing in a brand society, identifies the need for non-conventional approaches for the emerging non-conventional market, and addresses the origins and definitions of non-conventional marketing approaches
- Provides real-world examples of successful Street Marketing by major companies and organizations such as Heineken, Greenpeace, World Wildlife Fund (WWF), and Mini (automobiles)
- Written by an accomplished marketing consultant and business owner who has put his Street Marketing™ concepts and practices into action for well-known organizations and companies as diverse as Intel, Lancôme, Clarins, Microsoft, Sony, and the World Council of People at the United Nations

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