

BUSINESS BOOK SUMMARIES -- READ LESS, DO MORE

GUERRILLA MARKETING GOES GREEN

Winning Strategies to Improve Your Profits and Your Planet

JAY CONRAD LEVINSON and SHEL HOROWITZ

JAY CONRAD LEVINSON has sold around 20 million copies worldwide of the 59 books which make up the guerrilla marketing series, making him one of the widest read authors in history. He taught marketing at the University of California in Berkeley for ten years and worked for J. Walter Thompson and Leo Burnett Advertising. Mr. Levinson is chairman of Guerrilla Marketing International and the Guerrilla Marketing Association.

SHEL HOROWITZ has had a lifelong involvement in environmental and social change movements. He wrote his first book at age 15 on why nuclear power makes no sense and since then has worked in the writing, PR, marketing, radio, arts, food services and office system industries. He is the author of *Marketing Without Megabucks* and *111 Tips to Help the Environment, Lower Your Carbon Footprint, Cut Your Budget and Improve Your Quality of Life – With No Negative Impact on Your Lifestyle* and six other books on low-cost, high-impact marketing. He is the founder of Save the Mountain and the Business Ethics Pledge movements and is a popular public speaker.

The Web site for this book is at www.GuerrillaMarketingGoesGreen.com.

SUMMARIES.COM is a concentrated business information service. Every week, subscribers are e-mailed a concise summary of a different business book. Each summary is about 8 pages long and contains the stripped-down essential ideas from the entire book in a time-saving format. By investing less than one hour per week in these summaries, subscribers gain a working knowledge of the top business titles. Subscriptions are available on a monthly or yearly basis. Further information is available at www.summaries.com.

Summaries .Com

Green Guerrilla

Marketing

MAIN IDEA

Green, ethical marketing not only feels better but in today's business environment it works

better as well. Green guerrilla marketing is based on four indispensable pillars:

1. Sustainability – doing things which are good for the planet.

- 2. Quality doing things which are good for the customer.
- 3. Integrity doing things which create win-win outcomes.
- 4. Honesty doing things which are completely solid and above board.

At it's heart, green marketing has an abundance paradigm. Instead of endlessly chasing market share, you need to feel confident there is plenty to go around. The more people who have a vested interest in your success, the more likely it becomes that you will in fact succeed. Green marketing is all about doing marketing which will benefit your customers, employees, suppliers, distribution partners and even competitors. Make it feasible for everyone to benefit and they will help you achieve what you're after.

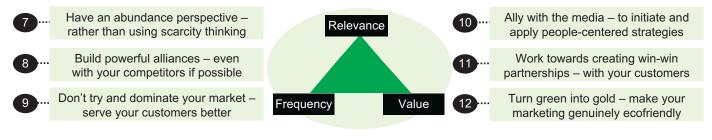
When you set up the right marketing systems, prospects contact you because they want to do business with you. That's a whole new ball of wax from interrupting people enough times that you get their attention and ultimately their business. When people contact you, selling becomes less of a concern. It becomes supercede by the imperative to exceed their expectations so the cycle repeats.

Never lose sight of the fact when it comes to green marketing, there is always more than one way to get there. Find and then follow a path that makes sense for you and for your industry rather than attempting to take a cookie cutter approach using what worked for someone else. Be genuine and explicit about your agenda and you'll get there in the way that makes sense for you.

You can be a successful marketer by acting ethically and responsibly. It's not necessary or even desirable to try and trick people into doing business with you. Look at marketing as a partnership.



Green marketers work on customer-driven pull marketing rather than company-driven push marketing. Get people to agree to do business with you, even before they get in touch with you.



.

3. Green guerrilla marketing in action

.... Pages 6 - 8

Green marketing is people centered and highly ethical. It incorporates top-quality service, precision targeting and an ability to treat prospects as intelligent people. It is scrupulously honest.



Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- > Learn from the mistakes and success of the smartest people in business;
- > Get fresh ideas, strategies & motivation that could be worth millions to you;
- > Follow emerging trends, so you can catch the wave before your competitors do;
- > Catch up on the classics you always wanted to read.

