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GUERRILLA TOURISM MARKETING: INCREASE YOUR PROFIT BY LEVERAGING MARKETING, TECHNOLOGY AND RELATIONSHIPS (PAPERBACK)



Createspace, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The latest addition to the Guerrilla Marketing family, Guerrilla Tourism Marketing leads the reader through numerous ways to increase their profits by leveraging relationships, technology and multi-channel marketing tools. Too often business owners, particularly smaller businesses such as independent hotels, BBs, spas, golf courses, restaurants and tour companies forget that marketing is continuous and it needs to be measured, split-tested and adjusted....

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- Authored by Carol Wain
- Released at 2013



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