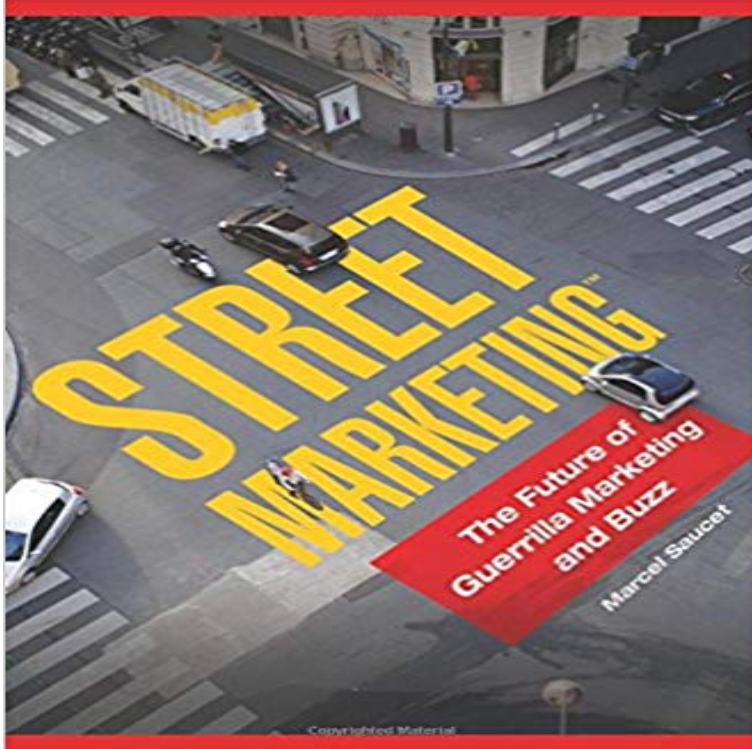


## Street Marketing™: The Future of Guerrilla Marketing and Buzz



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, Lancome, Clarins, Microsoft, Sony, and the World Council of People at the United Nations.

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