

# The Copy Workshop Workbook

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kleiner einsatz große wirkung einfallsreiche werbeaktionen die möglichst wenig geld kosten das ist der grundgedanke des guerilla marketings der marketing experte jay c levinson präsentiert in diesem standardwerk sein revolutionäres konzept kreative ideen und aktionen die mit kleinem mitteleinsatz große wirkungen erzeugen dabei zieht er alle register und beweist anhand vieler praktischer beispiele wie einfach es ist chancen für sich zu nutzen und das marketing schneller schlanker flexibler und effektiver zu machen

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