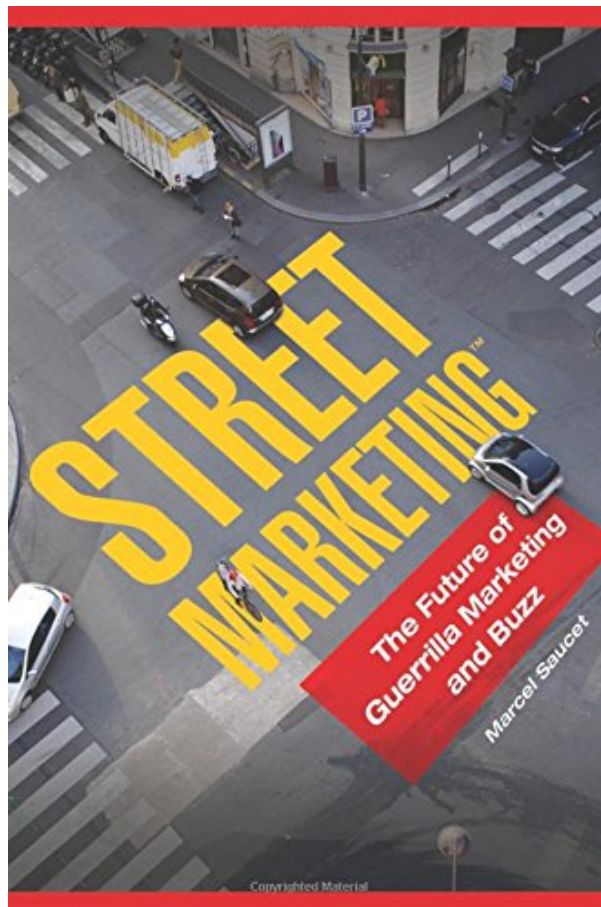
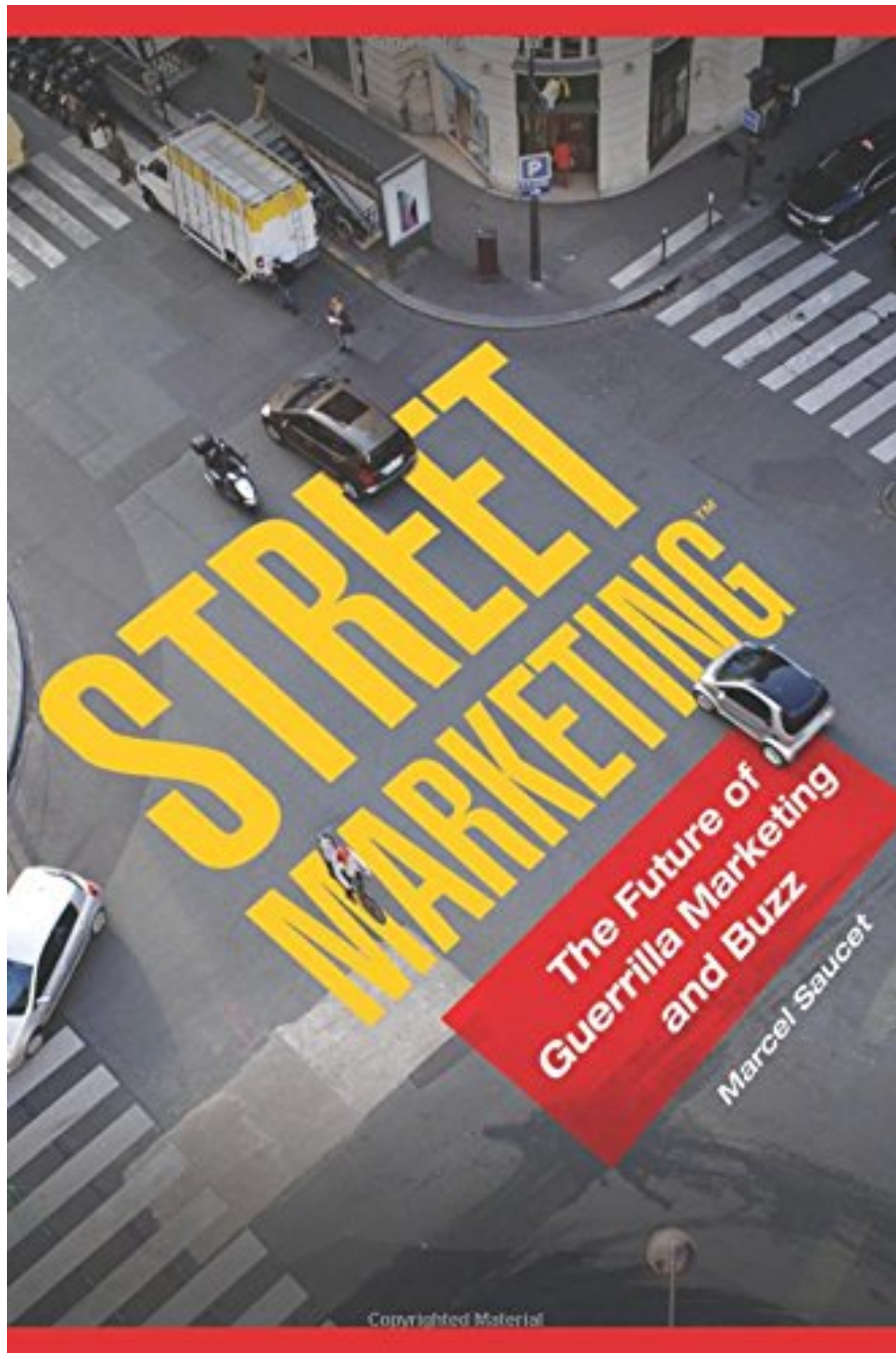


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This compelling book shows companies new methods of marketing communication that will break through the noise created by the competition and allow them to differentiate their offerings and their brands.

- 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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I Highly recommend!

By Amazon Customer

I was very impressed with the modern way of thinking displayed in this book. It's a very easy-to-read 'guide' that would prove useful to anyone who is interested in learning about street marketing or in possibly applying such practices to their own ventures. The book teaches how to effectively market products, services, or projects in unconventional ways without the need for extensive resources; ideal for start-ups, as well as larger companies which wish to differentiate themselves from their competition.

I also liked this book because its unique in terms of content. It takes a different perspective on street/buzz marketing than just the usual word of mouth marketing or social media. Overall very good read, I definitely recommend!

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and this book is the perfect tool for those who wish to think otherwise

By Solenepm

This book is extremely full of examples and innovation for those wishing to discover and implement street marketing to their own company (or who knows, to personal projects.) Well written and readable, the author has demonstrated the importance of creativity and new marketing tools to stand out from the crowd, all without irrational budgets in advertising campaigns and promotions.

In reading it, we can feel the dynamism of the author, who brings us with him in his way of thinking innovation. You just have to get new ideas, and this book is the perfect tool for those who wish to think otherwise. I recommend it, which definitively deserves its award of USA best book of the year in its category.

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