



Guerrilla Marketing : The Power of Flyer Distribution

By Yuux Lin

VDM Verlag Jul 2009, 2009. Taschenbuch. Condition: Neu. This item is printed on demand - Print on Demand Neuware - The marketing research in this dissertation was conducted in Portsmouth UK in 2006. Marketing plays an essential part in the growth and success of a business and the more creative marketing campaigns are being executed, the higher success rates they will achieve. Guerrilla marketing is a phenomenon which has been discovered as an unconventional marketing tactic and it has been carried out for decades. However, the research on guerrilla marketing is in its infancy and the author had therefore chosen to bring up research-based evidence with this study. The main research question is to what extent flyer distribution meets the criteria for successful guerrilla marketing. The dissertation has been awarded with a merit degree which helped the author achieve her masters degree in multimedia marketing with a merit award. 116 pp. Englisch.



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Reviews

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