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In this book that launched the “guerrilla marketing” movement, Levinson describes inexpensive marketing methods for small businesses to enhance their word-of-mouth reputation. It covers 200 “weapons” of guerrilla marketing, including various forms of media, but also attitudes and behaviors. It’s more practical than purely inspirational.

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The heart of guerrilla marketing is the proper utilization of those weapons you choose to use. A basic precept of guerrilla marketing calls for you to be aware of all two hundred weapons, to utilize and test many of them, and then to eliminate those that failed to hit it out of the park for you.

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