



# **Summary: Guerrilla Marketing Goes Green - Jay Conrad and Shel Horowitz: Winning Strategies to Improve Your Profits and Your Planet**

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**Complete summary of Jay Conrad Levinson and Shel Horowitz's book: "Guerrilla Marketing Goes Green: Winning Strategies to Improve Your Profits and Your Planet".**

This summary of the ideas from Jay Conrad Levinson and Shel Horowitz's book "Guerrilla Marketing Goes Green" shows how ethical marketing not only feels better but, in today's economy, it works better as well. In their book, the authors explain how green guerrilla marketing is based on four indispensable pillars: sustainability, quality, integrity and honesty. This summary contains everything you need to know about green marketing that will benefit your customers, employees, suppliers, distribution partners and even competitors.

## **Added-value of this summary:**

- Save time
- Understand key principles
- Expand your knowledge

**To learn more, read "Guerrilla Marketing Goes Green" and find out how green marketing can lead to success in today's business environment.**

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