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Sommario/riassunto	<p>These Two Masters of Marketing Want to Pass Their Most Powerful Success Strategies on to You! Learn to: Slash marketing costs and boost profits by making your business as green and ethical as possible Easily turn your customers, suppliers, and even competitors into your unofficial sales force Understand how to turn business acquaintances into powerful joint-venture partners Cut your advertising budget and build revenues using social media, traditional media, and the power of your own brain-even get paid to do your marketing Harness the Magic Triangle and the Abundance Principle to skyrocket to success Find all this and much more in Guerrilla Marketing Goes Green-your road map to thrive and prosper as a green, ethical business in tough times and good times.</p>