

The book was found

Gorilla Marketing



Synopsis

Gorilla Marketing is the insider story of how a maverick, orange start-up airline founded by Stelios Haji-Ioannou took on the might of Europe's aviation giants in a marketing war of attrition and emerged victorious. Written by Tony Anderson, easyJet's third employee and first Marketing Director, the book is laced throughout with humorous anecdotes and first-hand accounts of the airline's outrageous PR stunts. From planning and launch, to battles with bureaucrats and a herculean struggle with the British Airways "800-pound Gorilla", this is the definitive story of how easyJet began its relentless rise to becoming one of the world's largest airlines.

Book Information

Paperback: 148 pages

Publisher: Grosvenor House Publishing Limited (September 14, 2010)

Language: English

ISBN-10: 1907652728

ISBN-13: 978-1907652721

Product Dimensions: 5 x 0.3 x 8 inches

Shipping Weight: 4.8 ounces

Average Customer Review: 4.0 out of 5 stars See all reviews (1 customer review)

Best Sellers Rank: #5,255,335 in Books (See Top 100 in Books) #1481 in Books > Engineering & Transportation > Transportation > Aviation > Commercial #2394 in Books > Business & Money > Small Business & Entrepreneurship > Marketing #26469 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

Having worked in the commuter airline industry in New England, this book brought back memories of the sometimes zany world that was the airline business back in the 80's and 90's. I thoroughly enjoyed it Dan W

[Download to continue reading...](#)

Gorilla Marketing Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media Marketing,

Instagram Marketing, Instagram Tips) Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) The Invisible Gorilla: How Our Intuitions Deceive Us Gorilla Mindset: How to Control Your Thoughts and Emotions to Live Life on Your Terms Confidence: Gorilla Confidence - Simple Habits To Unleash Your Natural Inner Confidence (Self Esteem, Charisma, Personal Magnetism & Self Confidence) The Year of the Gorilla 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Youtube Marketing Buddy, The beginners guide to youtube advertising, Use video marketing for your business Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5) Modern Marketing for the Event and Wedding Planner - Simple steps to success for marketing your wedding and event planning business Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom Lean Marketing for Small Law Firms: 100 Free Marketing Strategies for Gen Y Lawyers: Part II: Subtle Shifts that Make a Difference Shopper Marketing - La Nueva Estrategia Integrada de Marketing para Conquista del Cliente en el Punto de Venta (Spanish Edition) Cómo realizar un buen plan de marketing y no morir en el intento.: Guía a paso a paso para realizar tu Plan de Marketing. Aprende a realizar análisis de ... y plan de acción (Spanish Edition) Descubra los secretos del network marketing: Redes de Mercadeo y Network marketing (Spanish Edition) Marketing de Atracción y Multinivel por Internet: Construya un Exitoso Negocio de Multinivel, aplicando los Secretos del Marketing de Atracción a través del Internet (Spanish Edition)

[Dmca](#)