

The success of *Chicken Soup* is because most people want to help others and want to do the right thing. Jay and Shel show that not only do people want to change the paradigm toward people-centered, planet-friendly behavior, but that they can lift people out of poverty and profit handsomely by doing so. I'm delighted to recommend *Guerrilla Marketing To Heal the World*—the world needs more of this.

—**Jack Canfield**, co-creator, *Chicken Soup for the Soul* series, co-author, *The Success Principles*, and CEO, Canfield Training Group, JackCanfield.com

Like all of the best Guerrilla Marketing books, this one is powerful, direct and simple. Unlike the other ones, this book also heals our communities, fortifies the planet and helps you build an enterprise for the long haul. Just in time.

—**Seth Godin**, author and blogger, SethGodin.com

For decades, I've supported the idea that business has a higher purpose. *Guerrilla Marketing to Heal the World* offers practical examples and fresh insights into how business can address poverty, war, and climate—profitably and collaboratively. I'm delighted to recommend this book.

—**Ivan Misner, Ph.D.**, founder of BNI (Business Network International), BNI.com

A wonderful combination of guerrilla marketing chockfull of practical green and social change marketing tips—and first-hand advice from two pros.

—**Jacquelyn Ottman**, Author of *The New Rules of Green Marketing*, GreenMarketing.com/

The tools that wire the social web are perfect for driving interest and action around sustainability and bringing people up out of poverty. Jay Levinson and Shel Horowitz have a clever blend of ideas, recipes, and thoughts for the future. Their ideas might just become your blueprint, if you want to see the successful greening of the world and empowerment of its citizens.

—**Chris Brogan**, co-author of *Trust Agents*, ChrisBrogan.com

As consumers use their own guerrilla techniques to hold companies accountable, *Guerrilla Marketing to Heal the World* levels the playing field, a playbook for companies that want to succeed in a world where integrity and

transparency trump slick slogans. This is a gem that should be required reading—not just for so-called green marketers, but for any marketer who wants to succeed in today’s economy, and tomorrow’s.

—**Joel Makower**, Executive Editor, GreenBiz.com,
and author of *Strategies for the Green Economy*

Guerrilla Marketing to Heal the World proves marketing and making the world a better place are not mutually exclusive. Jay Conrad Levinson and Shel Horowitz demonstrate how you can build a better business based on ethical, Green and value-centered principles.

—**Michael Port**, New York Times best-selling author of
The Think Big Manifesto, MichaelPort.com/

Taking a long-overdue holistic approach, *Guerrilla Marketing to Heal the World* shows business how to heal the world—not through guilt and shame, but by weaving the profit motive into this work and honorably embracing core business values that honor humanity and the planet.

—**Alicia Bay Laurel**, author of *Living On the Earth*, AliciaBayLaurel.com/

In a world filled with shameless self-promoters and hype-filled hucksters, Shel Horowitz and Jay Conrad Levinson stand out as honest, ethical marketers. I like the clear, high-content, value-based, forthright approach to selling with integrity they teach in *Guerrilla Marketing to Heal the World*, and from experience, I know their ideas can generate highly profitable results.

—**Bob Bly**, author of 80+ books and the man
McGraw-Hill calls “America’s top copywriter,” Bly.com

Green, social change marketing is here for good. This book will show you how to market, influence others and resonate with the times. The advice is simple and the premise is compelling—read this and join the 21st century.

—**Tim Sanders**, author of *Saving The World At Work*,
Love is the Killer App, etc., TimSanders.com

When it comes to finding your voice online or offline, it takes much more than transparency and authenticity. It takes connectivity and inspiration. Jay and Shel are no strangers to helping brands and entrepreneurs build creative

and effective channels to reach and attract customers. Now they're helping businesses increase profitability through green, socially conscious, and eco-friendly strategies and services that also benefit our environment. Build in a higher purpose or go home!

—**Brian Solis**, leading digital analyst and best-selling author, @briansolis

In Jay Levinson's and Shel Horowitz's world, people do matter. The book combines the best of marketing and relationship theory with real-world examples and practical advice to create a winning, inspirational package. If we all adopted their advice to create value for others in everything that we do, the world would be a better place.

—**Melanie Rigney**, former Editor of *Writer's Digest* magazine/Editorial Director of *Writer's Digest Trade Books*, author of *Sisterhood of Saints*,
MelanieRigney.com/

Guerrilla Marketing to Heal the World is a clear call to action and a magnificent mandate for the rewards of our better nature. Jay Conrad Levinson and Shel Horowitz enlighten you with a bright new world and give you a clear manifesto for feeling good about yourself as you reap bigger profits and create a better, more ethical place to live and work in. This book will IMPACT!

—**Ken McArthur**, best-selling author of *Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World* and founder of JVAAlertLive.com

No message could be more timely than Jay Conrad Levinson's and Shel Horowitz's. In the long run, only an ethical approach to marketing works.

—**Al Ries**, author of several best-selling marketing books including *Positioning, The 22 Immutable Laws of Marketing, and The Fall of Advertising and the Rise of PR*, Ries.com

Good marketing is about doing things right, but more importantly about doing the right thing. *Guerrilla Marketing to Heal the World* will show you how to be more successful by doing both.

—**Brian Jud**, Executive Director of the Association of Publishers for Special Sales, BookAPSS.org/

A course in marketing for mensches. Stop wallowing in the sleazy world of dog-eat-dog business and learn how making the world better will actually improve your bottom line! *Guerrilla Marketing to Heal the World* is the wave of the future. Books on green, ethical, socially beneficial business practices, like this one, are sorely needed in today's world. This is one of the best books on the topic that I've seen. Buy it for your CEO.

—**Fern Reiss**, Director of PublishingGame.com

Very wise words from very wise men. Shel and Jay are seasoned marketing pros who not only talk the talk, but walk the walk...of business both making a real difference in the world—and making a profit. Their brilliance shines through and their methods will not only help you to make lots of money, but to feel great while doing so. And that, in essence, is free enterprise—that the money you make is directly proportionate to how many people you serve and how well you serve them. Follow the advice of *Guerrilla Marketing to Heal the World*. Your current customers, your new customers, and your bank account will be richer for it.

—**Bob Burg**, author of *Endless Referrals*, co-author of *The Go-Giver*, Burg.com/

The essential key to marketing is making friends, creating relationships. My friend and competitor Shel Horowitz explains in clear terms why those two roles are in harmony and not conflict, and how serving the most underserved can build on this idea. A must read for anyone who wants to understand the new way of doing business and doing it well.

—**John Kremer**, author of *1001 Ways to Market Your Books*, BookMarket.com

It's about time someone wrote a book about the way things REALLY work at the values, ethics, and service levels in the marketplace. Yes, there are scandals and scoundrels in business. But they're truly in the minority. Because the people who last... the people with whom others most want to do business... the people who set the pace for the rest... are quietly and consistently principled individuals operating to help the world overcome its hardest problems. This book spells out what those people are doing and why it's to your advantage to follow their lead.

—**David Garfinkel**, best-selling author of *Breakthrough Copywriting*, DavidGarfinkel.com/

Jay Conrad Levinson and Shel Horowitz show, on every page, that not only can business succeed by tackling hunger, poverty, war, and climate change, but that doing so can change the world. Doing the right thing not only feels good, it works. *Guerrilla Marketing to Heal the World* should be required reading in every marketing class.

—**Mary Westheimer**, Marketing Director of
Kevin Caron Studios, L.L.C., kevincaron.com

Creating socially responsible businesses is not only a good thing to do, but it will give you company a unique competitive advantage. And *Guerrilla Marketing to Heal the World* shows you how to do that. This book will give you dozens of new and fresh green ideas about how to not only market your business responsibility, but break new ground in solving the world's most pressing problems—AND beat the pants off your competitors.

—**David Frey**, author of *The Small Business Marketing Bible*,
MarketingBlogger.com

This is a refreshing, wonderful, and practical book. Jay Conrad Levinson and Shel Horowitz tell you that integrity is not naiveté and that you can stand up for what you believe in and still make a profit. I'd like to thank the authors... Bravo!

—**Jeffrey Eisenberg**, New York Times best-selling co-author of
Waiting for Your Cat to Bark, *Call to Action*, and other books, [@JeffreyGroks](https://twitter.com/JeffreyGroks)