



No B.S. Grassroots Marketing: The Ultimate No Holds Barred Take No Prisoner Guide to Growing Sales and Profits of Local Small Businesses

Dan S. Kennedy, Jeff Slutsky

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Millionaire maker Dan S. Kennedy and local-level marketing specialist Jeff Slutsky empower you to take on big box companies and distant discounters using your best asset—your ability to bond directly with your consumers. Armed to go “grassroots,” you're given winning strategies to take your marketing to the street level resulting in higher customer retention, greater referrals, and a thriving business for the long-term.

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