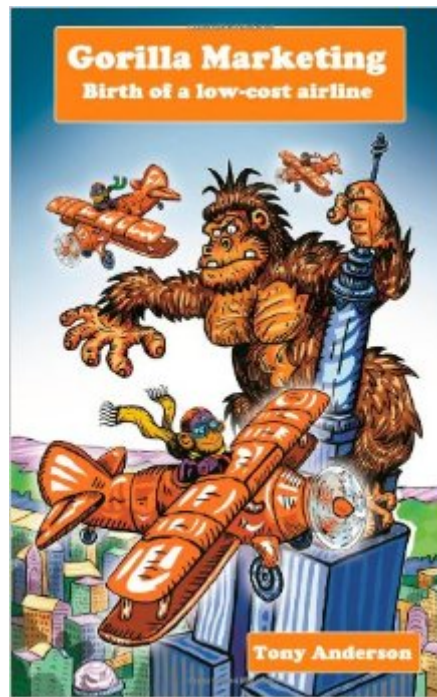


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# Gorilla Marketing



## 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 starsÂ Â See all reviewsÂ (1 customer review)

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

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