

For Immediate Release:

ABC-CLIO Contact: Christina Ekonomi, 805.961.5129, cekonomi@abc-clio.com

New Release from Praeger Wins 2015 USA Best Book Award

Street Marketing™: The Future of Guerrilla Marketing and Buzz recognized in *Business: Marketing & Advertising* category

Santa Barbara, Calif. (Nov. 18, 2015) – *Street Marketing™: The Future of Guerrilla Marketing and Buzz* was declared a winner in the 2015 USA Best Book Award competition earlier this week. Released by Praeger in September 2015, *Street Marketing™: The Future of Guerrilla Marketing and Buzz* is the work of author Marcel Saucet, accomplished researcher, marketing consultant, and creator of Street Marketing™.

The USA Best Book Awards, now in their 12th year, recognize outstanding works in nearly 100 categories ranging from “Fiction: Western” to “Photography.” From over 2,000 entries representing mainstream and independent publishers alike, winners and finalists were identified in each category, with *Street Marketing™: The Future of Guerrilla Marketing and Buzz* taking the top spot in the “Business: Marketing and Advertising” category.

“I pursued publishing *Street Marketing™: The Future of Guerrilla Marketing and Buzz* because of both a strong belief in the need for companies to update their tactics for today’s market and a conviction that we have effective and implementable methods to offer,” said Marcel Saucet, the book’s author. “The 2015 USA Best Book Award is an encouraging confirmation that we’re contributing innovative and valuable information to the field.”

Street Marketing™: The Future of Guerrilla Marketing and Buzz suggests novel, unconventional methods of marketing communication to help readers differentiate their offerings and brands and stand out amidst a sea of products and advertisements. Aimed at both companies and marketing students, *Street Marketing™: The Future of Guerrilla Marketing and Buzz* includes a thorough analysis of the current crisis of conventional marketing in a brand society, an argument for the need for new approaches to the emerging market, and a discussion of the compelling advantages of Street Marketing™ with regard to cost, impact, and more.

Street Marketing™: The Future of Guerrilla Marketing and Buzz (hardcover, \$37.00) is available on www.abc-clio.com and through Amazon.

About Praeger/ABC-CLIO

Praeger is an imprint of ABC-CLIO, LLC. Since 1955, ABC-CLIO, LLC, has published award-winning print and digital resources focusing on curriculum, reference, scholarly non-fiction and professional development for teachers and librarians. The company proudly supports educators and librarians in fostering independent critical thinking and the exploration and understanding of complex issues. Learn more at <http://www.abc-clio.com>.