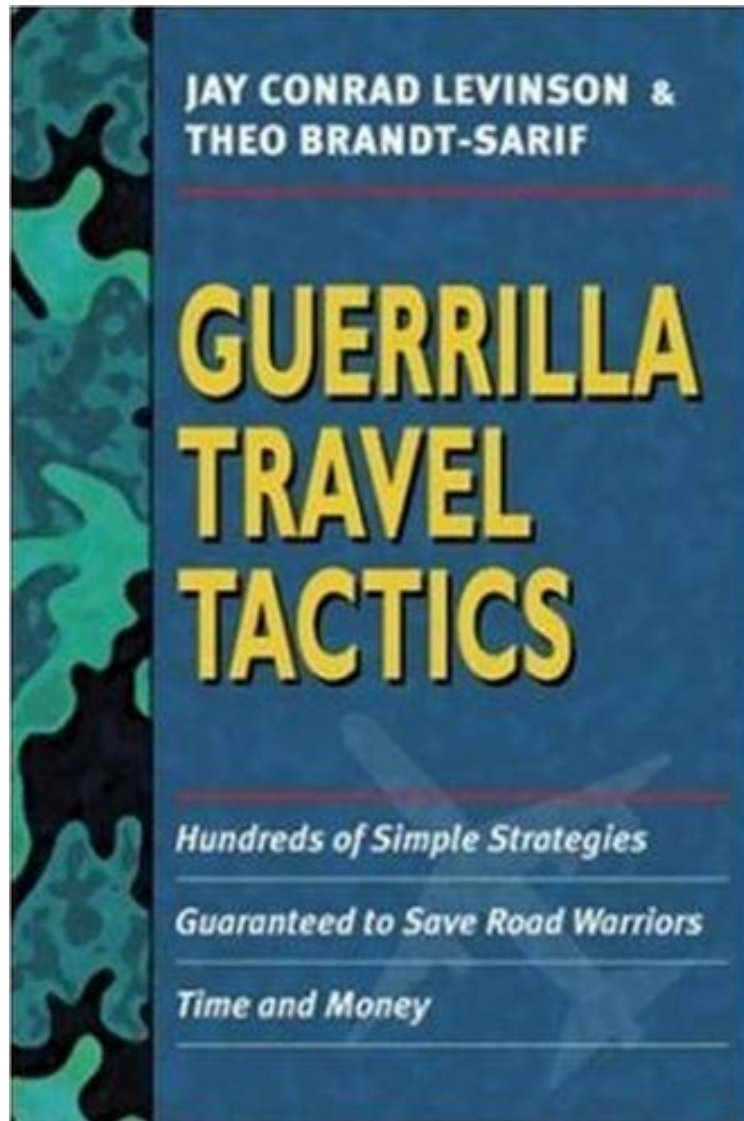


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Guerrilla Travel Tactics: Hundreds of Simple Strategies Guaranteed to Save Road Warriors Time and Money

Jay Conrad Levinson, Theo Brandt-Sarif
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Jay Conrad Levinson, Theo Brandt-Sarif : Guerrilla Travel Tactics: Hundreds of Simple Strategies Guaranteed to Save Road Warriors Time and Money before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Travel Tactics: Hundreds of Simple Strategies Guaranteed to Save Road Warriors Time and Money:

10 of 11 people found the following review helpful. Easy to follow, immediately beneficial advice!By LA LadyI just finished reading my copy of "Guerrilla Travel Tactics" and can't stop quoting it to my business colleagues and friends. This week, on a flight from LA to SJC, a seatmate complained of having so many frequent flyer miles and never being able to use them. I quickly opened the book to p. 148 and showed her the tips on using mileage programs. My new friend read about the low risk for booking 330 days in advance with mileage awards, even if you're not sure of your plans. She seemed really excited to have a plan on using her points and was really reluctant to give me my book back!!The book will help you gain more affordable travel experiences, and show you how to get a luxury level of travel for the lowest possible price! I'd certainly rather stay at the Ritz Carlton than at a Hilton if the price were the same.Additional ideas include which seats on a plane are most likely to have an empty seat next to them, and when having a coach seat trumps an available business class seat. Or when having access to an airport lounge makes sense and when you could have spent those dollars in a better way.Each chapter is organized with an initial real-life story, clear objectives and examples, travel tips and alerts and summed up at the end with the top advice on that particular topic. This helps to scan the material for review or when you are focusing on a single area of travel; such as airfare pricing, best seats, hotel pricing, timing your travel for lowest prices, etc.I now have so many ideas for maximizing the speed of acquiring airline frequent flyer miles and determining which mileage deals are worth it and which are a waste of my time. Dr. Brandt-Sarif's tips will become part of my standard vacation planning repertoire!! I wish I'd known all this stuff years ago.0 of 0 people found the following review helpful. The first truly valuable book for all travellersBy Sophia C. OhlAs someone who has been travelling for business for the last 15 years (cost constraints but a low level of tolerance for poor quality or service) and someone who has been travelling more often for fun (5 star taste but on a 2 or 3 star budget), I have found that most "travel tips" books are either too'dumbed down" with obvious tips that make little difference, or are so arcane with regard to specific locales that they are not realistic for me, as to be useless. This is the first book that is comprised entirely of real and useful information for travellers of all types and budgets. Kudos to Theo Brandt-Sarif who did the research and to the publisher that ventured to bring yet another travel book onto the scene. I have used the information in this book on my last few trips and it has really made a difference. Skeptical friends of mine who borrowed this book and used it have since purchased it and recommend it to their friends.11 of 11 people found the following review helpful. Jam-packed with useful tipsBy A CustomerStart thumbing through this incredible book and the simple, practical, money-saving ideas just fly off the page. Lower airline fares ... easy upgrades ... the best hotel deals ... car rentals at a fraction of the usual cost ... how to use the Internet as your personal, economical travel agent. This is usable everyday advice you can apply immediately, not off-the-wall stuff you can never use in the real world. I read through it, cover to cover, and highlighted information of particular interest, while I was traveling to Houston on a flight for which I had overpaid to stay in a hotel where I could have almost halved my bill and gotten a better room, with better service, better meals -- well, you get the idea. I missed out on that trip, but I'll never miss out again. Guerrilla Travel Tactics now has a permanent spot in my travel bag.

Entrepreneurs and professionals often get neglected by travel suppliers when it comes to favorable pricing. "Guerrilla Travel Tactics" presents independent business travelers with a clear and logical, step-by-step plan for saving time and money when traveling at their own expense. Using an upbeat, can-do approach, "Guerrilla Travel Tactics" provides readers with the optimism and the confidence they need to conquer the soaring costs of business travel.

Jack Covert, syndicated columnist: "If you travel either for business or for pleasure, I have the perfect book for you. This book has given me countless ideas for making my next trip easier and less expensive." ""This book doesn't merely save or make you money, it turns you into a travel genius."" -- Jay Abraham, Business Growth Expert ""An indispensable resource for travelers of any kind, especially the money-saving kind. I don't have to just book the latest low-cost airline anymore. With its ten chapters devoted exclusively to saving money when flying, Guerrilla Travel Tactics shows me how to choose whichever airline I want and still get low fares."" Randy Petersen, Editor and Publisher, InsideFlyer Magazine." About the Author Jay Conrad Levinson (Marin County, CA) is the author of the Guerrilla Marketing series, the best-selling marketing series in history, plus 24 other business books. The Guerrilla books are required reading at leading MBA programs worldwide. Theo Brandt-Sarif has more than 15 years of experience researching and developing travel strategies, and is an internationally recognized consultant on savings strategies for sophisticated small-business and leisure travelers.