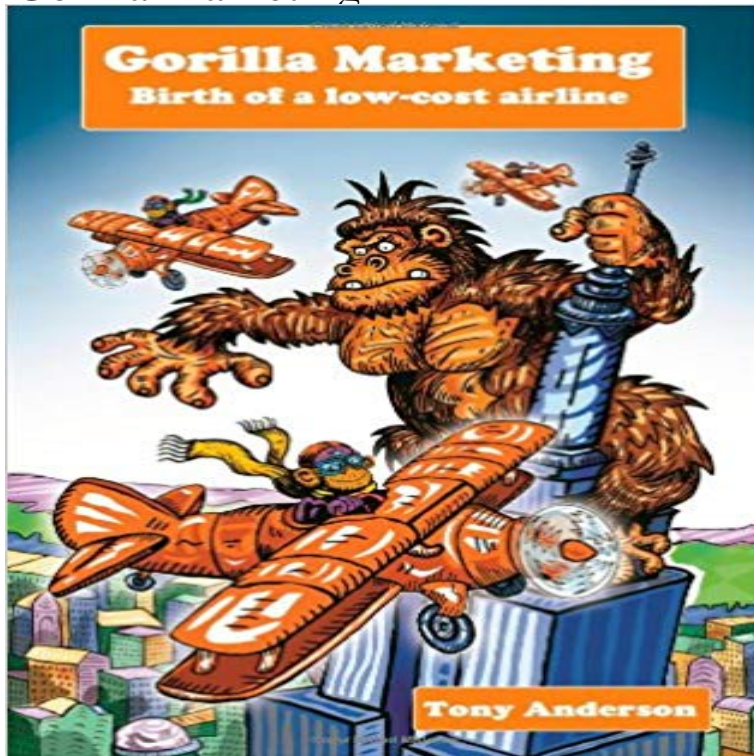


Gorilla Marketing



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.

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