

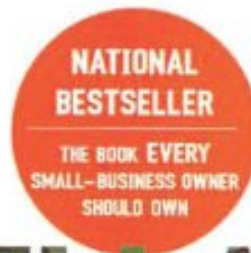
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## Guerrilla Marketing, 4th edition: Easy and Inexpensive Strategies for Making Big Profits from Your SmallBusiness

*Jay Conrad Levinson*

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**JAY CONRAD LEVINSON**




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# GUERRILLA MARKETING

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When Guerrilla Marketing was first published in 1983, Jay Levinson revolutionized marketing strategies for the small-business owner with his take-no-prisoners approach to finding clients. Based on hundreds of solid ideas that really work, Levinson's philosophy has given birth to a new way of learning about market share and how to gain it. In this completely updated and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success including\* strategies for marketing on the Internet (explaining when and precisely how to use it)\* tips for using new technology, such as podcasting and automated marketing \* programs for targeting prospects and cultivating repeat and referral business\* management lessons in the age of telecommuting and freelance employees Guerrilla Marketing is the entrepreneur's marketing bible -- and the book every small-business owner should have on his or her shelf.

About the Author Jay Conrad Levinson is the author of more than a dozen books in the Guerrilla Marketing series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide.