

Guerrilla Marketing

author: Jay Conrad Levinson

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Synopsis

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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. Filled with 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 revised and expanded fourth edition, Levinson offers a new arsenal of weaponry for small-business success in the next century.

Filled with strategies for marketing on the Internet (explaining when and precisely how to use it), tips for putting other new technologies to work, programs for targeting prospects and cultivating repeat and referral business, and management lessons in the age of telecommuting and freelance employees, this book will be the entrepreneur's marketing bible in the 21st century.

Reader's comments

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