



Guerrilla Marketing During Tough Times (Guerilla Marketing Press)

By Jay Conrad Levinson

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Bibliography**

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Editorial Review

About the Author

Jay Conrad Levinson is the author of the best-selling marketing series in history, "Guerrilla Marketing," plus 58 other business books. His books have sold more than 20 million copies worldwide and have been translated into 60 languages. Jay also conducts guerrilla marketing training programs, hosts the very popular Internet website, www.gmarketing.com, and formed The Guerrilla Marketing Association.

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