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Guerrilla Marketing Official Site

Created by Jay Conrad Levinson. This is the Official Site. The first Guerrilla Marketing book was written by Jay Conrad Levinson and published by Houghton Mifflin in 1984.

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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.

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