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Guerrilla Marketing: Put Your Advertising on Steroids

By Jay Conrad Levinson

Morgan James Publishing. Paperback. Book Condition: New. Paperback. 148 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. This is Barely Legal... But You Can Still Get Away With It! A Review of Guerrilla Marketing: Put Your Advertising on Steroids by Mark Joyner, International Best Selling Author of The Confidential Internet Intelligence Manuscript. I guess its human nature to be tempted by things that are forbidden -- or barely legal, for that matter. Theres something wickedly delicious about getting away with something that makes us feel like the cat that swallowed the canary. Face it. We all want an unfair advantage if the prize is appetizing enough. Olympic athletes took steroids before the anabolic drug was banned-- for the prize of a gold medal. What would you do for the prize of having an Internet business that is insanely profitable? I doubt that youd do anything illegal... but if it were legal, youd do almost anything, wouldnt you? What the heck am I talking about, you ask? Here it is: Just when I thought Id read every valuable book on marketing, Jay Conrad Levinson revives my amazement yet again. Given the fact that Jay has always been famous (and notorious) for...



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