



## The Best of Guerrilla Marketing: Guerrilla Marketing Remix

*By Jay Levinson, Jeannie Levinson*

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## **The Best of Guerrilla Marketing: Guerrilla Marketing Remix** By Jay Levinson, Jeannie Levinson **Bibliography**

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### **Editorial Review**

#### Review

When they write the history of marketing thought, Jay doesn't get a page... he gets his own chapter.  
Seth Godin, author of *Poke the Box*

This book is the culmination of Guerrilla Marketing's huge footprint on the marketing landscape. Keep it on top of your desk—it will become your marketing bible.  
—Jill Lublin, international speaker and author

For business survival in the 21st century, Guerrilla Marketing ranks right up there with food, water, shelter — and, of course, Internet access.  
David Garfinkel, author of *Advertising Headlines That Make You Rich*

21 million entrepreneurs around the world, including me and most of my clients & friends, owe a debt of gratitude to Jay Conrad Levinson for his inspiring Guerrilla Marketing advice and mentoring.  
Roger C. Parker, *Published and Profitable*

From the Inside Flap

#### Cash in with Guerrilla Marketing's Greatest Hits

Updated, adapted, remastered... The Father of Guerrilla Marketing, Jay Conrad Levinson, and co-author Jeannie Levinson, present you with the only book to deliver The Best of Guerrilla Marketing—a combination of the latest secrets, strategies, tactics, and tools from more than 35 top selling Guerrilla Marketing books.

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Guerrilla Retailing  
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From the Back Cover

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**Donald Wexler:**

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