



# Guerrilla Advertising: Cost-Effective Techniques for Small-Business Success

*Jay Conrad Levinson President*

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President

In detailed chapters that cover everything from developing an advertising strategy to designing effective ads and copy, Levinson delivers no-nonsense advice on how to maximize advertising effectiveness. Guerrilla Advertising tells readers how to focus their audience, stay within budgets, polish layout and copy, and adapt tactics to appropriate media.

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