



# Guerrilla Marketing Excellence: The 50 Golden Rules for Small-Business Success

*Jay Conrad Levinson*

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**Guerrilla Marketing Excellence: The 50 Golden Rules for Small-Business Success** Jay Conrad Levinson  
Guerrilla Marketing Excellence explains fifty rules aimed at fine-tuning your marketing style. It includes information on the uses of video, television distribution, networking effectiveness, and marketing combinations in an increasingly competitive business climate.

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