



# Guerrilla Advertising

*Jay Conrad Levinson*

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## **Guerrilla Advertising** Jay Conrad Levinson

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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