

JAY CONRAD LEVINSON GUERRILLA MARKETING



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The concept of Guerrilla business began as the book Guerrilla Marketing. This first book was published in 1984 and it was created to help small business succeed against large and established competitors with large advertising budgets.

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About Jay Conrad Levinson. Jay Conrad Levinson was an American business writer, known as the man who invented the concept of guerrilla marketing. Born in Detroit and raised in Chicago, Levinson graduated from the University of Colorado.

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Jay Conrad Levinson is the author of more than a dozen books in the Guerrilla Marketing series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of Guerrilla Marketing International, a consulting firm serving large and small businesses worldwide.

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