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By Levinson, Jay Conrad

Plume, 1990. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Levinson's new book is a nuts-and-bolts approach to his revolutionary guerrilla marketing technique, targeted to the more than 11 million small and medium-sized businesses nationwide in need of successful marketing solutions. Levinson identifies 100 "weapons" that minimize expenses and maximize profits.



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