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ates, stating "it is more enjoyable than being a solitary guerrilla. The success of my island and industry are prerequisites to my own success. We prosper together." 13. ASK AND YOU SHALL RECEIVE San Antonio private investigator and Guerrilla marketer, Venetia Flowers publishes a newslet-ter called the "Tricky Marketing Ploy" handbook.

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Jay Conrad Levinson. Jay Conrad Levinson (February 10, 1933 – October 10, 2013) was an American business writer, known as author of the 1984 book Guerrilla marketing. He was born in Detroit, raised in Chicago, graduated from the University of Colorado. His studies in Psychology led him to advertising agencies,...

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