

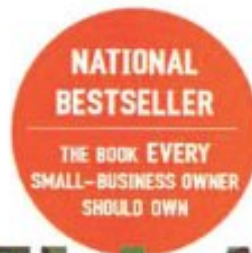
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About the Author  
Jay Conrad Levinson is the author of more than a dozen books in the *Guerrilla Marketing* series. A former vice president and creative director at J. Walter Thompson Advertising and Leo Burnett Advertising, he is the chairman of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