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### **Guerrilla Marketing For Writers Jay**

Guerrilla marketing is a relatively new marketing strategy that relies on unconventional, often low-cost tactics to create awareness of and goodwill toward a brand, product, service, or

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even a company. The term “guerrilla marketing” itself comes from Jay Conrad Levinson, who coined the term in his 1984 book *Guerrilla Advertising*. Though ...

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### **Abbie Hoffman - Wikipedia**

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