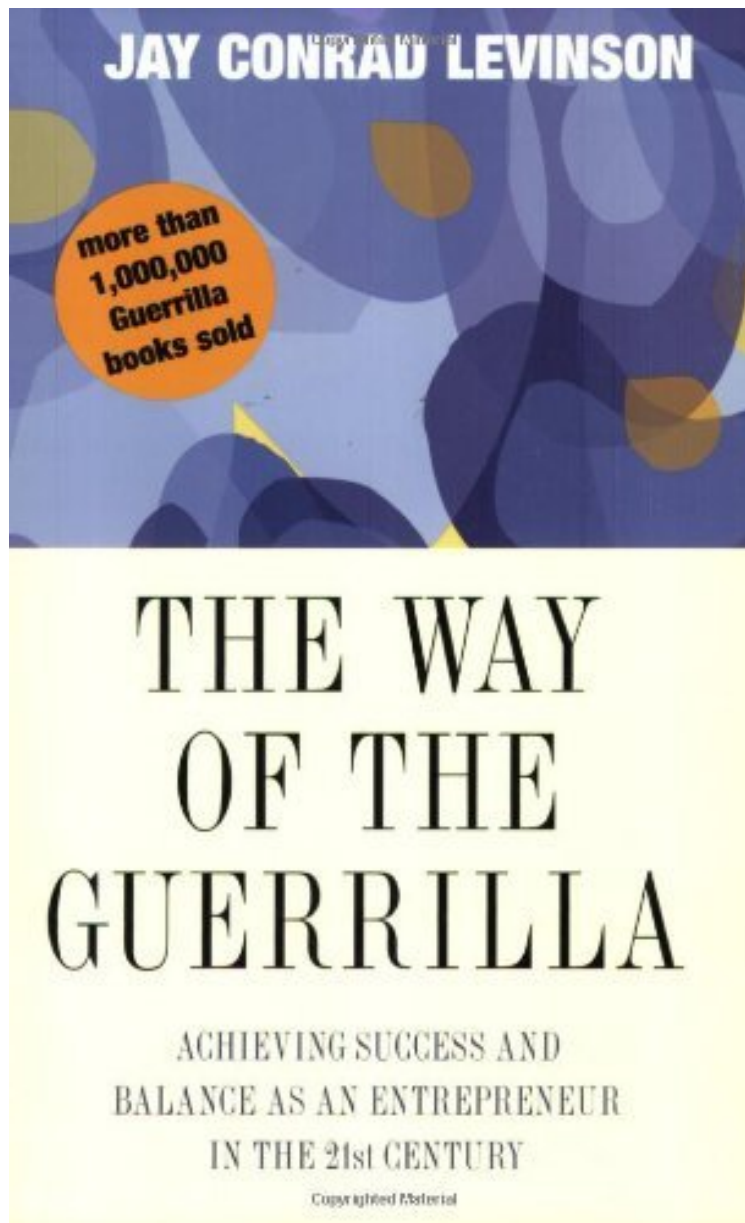


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The Way of the Guerrilla: Achieving Success and Balance as an Entrepreneur in the 21st Century (Guerrilla Marketing)

Jay Conrad Levinson

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0 of 0 people found the following review helpful. A Way of Life By Bill Gluth Jay Levinson shared his timely and forward thinking advice with us once again, prior to his passing. This is a lifestyle guide as well as a business directive. Read and follow the Way of the Guerrilla and you'll work less, love life more and find peace in all things marketing. 0 of 0 people found the following review helpful. There is no one else like him! By brandedforsuccess Jay Conrad Levinson is the master of Guerrilla Marketing! I've been following him since I was a teenager and we grew our family company with his teachings. If you are looking for great and inexpensive ways to market your business, this book must be in your library! 10 of 10 people found the following review helpful. Passion is the Way! By Peter A. Kindle Levinson's fans will find this book particularly interesting. On the surface it purports to be a business book about guerrilla entrepreneurship in the 21st century, but in reality it is a statement of Levinson's personal philosophy of life. As one who has successfully escaped the confinement, regimentation and bureaucracy of the corporate world, he is one of my heroes. Reading this book may force you to confront your self-imposed limitations. Reading this book may move you to change the way you think. You have been warned - read this book at your own risk! Levinson divides his subject into four subject areas: The Goal, The Setting, The Tools and The Secrets. Frankly, this structure is largely artificial. Almost everything he has to say is said four times in four slightly different ways. There is a great deal of redundancy and duplication, but like an evangelist, Levinson is not writing to inform, he is writing to persuade. And the message that he is trying to get across is that your life is not your work. Work should neither control nor dominate your life - your life should control and dominate your work. This book is not about how to make more money. It is not about how to organize your business, or how to work harder. This book is about finding your passion, focusing on your passion, and balancing your passion with the rest of your life. Written in short chapters, the longest is eleven pages, this book is designed for quick, daily snack-like consumption. If you struggle to make it through each work day, read this book. If you end each week too tired to take your loved one dancing, read this book. If you dream about doing something more with your life, read this book. Levinson does not have all the answers, but I can guarantee that he will ask you the right questions.

In *The Way of the Guerrilla*, Levinson guides both new and seasoned business owners into the next century. He prepares them for the inevitable changes and helps ensure their continued business and personal success. Levinson covers everything from preparing a focused mission statement and hiring responsible employees to delegating effectively, responding to technological advances, and sustaining flexibility. By following *The Way of the Guerrilla*, enlightened and successful entrepreneurs will discover that a balanced life -- involving more free time, stronger family ties, care for the community and environment, and creative stimulation -- is the means to achieving emotional and financial success.

.com According to Jay Conrad Levinson, to flourish into the next millennium companies must encourage managers and employees to achieve equilibrium between their personal and professional lives while they simultaneously develop relationships with customers and suppliers that build trust and loyalty. *The Way of the Guerrilla: Achieving Success and Balance as an Entrepreneur in the 21st Century* outlines his blueprint for this corporate future through four distinct sections: The Goals, The Setting, The Tools, and The Secrets. From Publishers Weekly Levinson, who has written 12 books on various "guerrilla" business techniques, writes in a brash, staccato style, setting up and demolishing various 20th-century straw men-workaholics, for example. He postulates that 21st-century entrepreneurs will find success more assuredly than today's counterparts. The entrepreneurs of the future, he promises, will better blend work, health, family and fun, and they will enjoy the longevity required to appreciate their achievements. Levinson predicts customers will become all-important, and business will respond to and anticipate their every need, paying strict attention to quality and details. The author's dynamism carries the reader along, and he emphasizes that, to thrive, one must above all be flexible. And guerrillas never make changes simply for the sake of change. Balance is crucial: between changes and the status quo, between doing and delegating. Downsizing is key, from narrowing the focus of one's mission statement to decreasing the number of hours one works. Those looking to gear down from the fast track will find Levinson's encouragement bracing. Copyright 1996 Reed Business Information, Inc. From Library Journal Levinson (*Guerrilla Marketing Online*, LJ 8/95) here marks the path for those wanting to forge the way of the guerrilla entrepreneur. While on the trail, we learn (among other things) that time is not money, that achieving balance in life is preferable to workaholism, and that passion for customer service is essential. Levinson's map to success leads the fledgling guerrilla entrepreneur past the pitfalls of greed, through the web of technology, and into the valley of the three-day work week. The course Levinson charts could be valuable to those endeavoring to start working at home, beginning a new business, or examining their priorities. The book is well organized and full of useful, practical information and advice. Followers of Levinson will find this latest offering to be a clear statement of the guiding principles laid out in his previous works. Novice entrepreneurs may want to read the book more than once before taking their first step on the trek to guerrilla-hood. Recommended for all public libraries. ?Randy L. Abbott, Univ. of

