



Guerrilla Marketing for a Bulletproof Career: How to Attract Ongoing Opportunities in Perpetually Gut Wrenching Times, for Entrepreneurs, Employees, and Everyone in Between (Guerilla Marketing Press)

Jay Conrad Levinson

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Guerrilla Marketing for a Bulletproof Career is an honest, practical, and hard-hitting guide for career success in perpetually uncertain times. It provides a road map to advance your career and prosper without being blindsided by overnight industry collapses, potential layoffs, economic shocks, corporate scandals, international competition, or technological disruptions. You will gain an entirely new perspective on what it means to be combat ready in this economy, including how to achieve your career goals in creative ways while making more money and spending less time working. You will discover the secrets to getting into the opportunity flow so that the best opportunities come to you first, before others find out about them.

"Guerrilla Marketing for a Bulletproof Career" is the only book that marries the timeless philosophy of Guerrilla Marketing--being resourceful, doing more with less, thinking like an entrepreneur, and developing street smarts--with the chaotic realities of today's career landscape. Get started today and never worry about gut-wrenching economic times again.

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