



# **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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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.

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