



Jay Conrad Levinson

The Father of Guerrilla Marketing



CSA CELEBRITY SPEAKERS

Jay Conrad Levinson is the founder of Guerrilla Marketing and one of the leading figures in the marketing world. Also the author of the best-selling marketing series in history, 'Guerrilla Marketing', plus 30 other business books, selling over 14 million copies. His Guerrilla concepts have influenced marketing so much that today his books appear in 41 languages and are required reading in many MBA programs worldwide.

"Jay is one of the foremost business marketing experts in the world." Entrepreneur Magazine

In detail

Jay taught Guerrilla Marketing for ten years at the extension division of the University of California in Berkeley. He was a practitioner of it in the United States as Senior Vice-President at J. Walter Thompson and in Europe as Creative Director at Leo Burnett Advertising. He has written a monthly column for Entrepreneur Magazine, articles for Inc. Magazine and online columns published monthly on the Microsoft and GTE websites.

What he offers you

Guerrilla Marketing has become a landmark book in 41 languages for one simple reason: it works like no other marketing: to maximize your profits and minimize your investment. Guerrilla Marketing is the best known marketing brand in history and Jay is sought after to deliver this message.

How he presents

Jay will clarify marketing, excite and inspire the audience with stories and tactics of guerrilla marketing, and create an aura of excitement at the opportunity to breathe life into his techniques immediately, seasoning with an extra helping of humour. His presentations are tailored for each audience he addresses.

Topics

- Advertising
- E-business
- Entrepreneurship
- Marketing
- Branding
- Motivation

Languages

He presents in English.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2005

Guerrilla Marketing for Job Hunters: 400 Unconventional Tips, Tricks, and Tactics for Landing Your Dream Job

2004

Guerrilla Retailing Guerrilla Marketing for Consultants: Breakthrough Tactics for Winning Profitable Clients

2003

Guerrilla Marketing for Free: Dozens of No-Cost Tactics to Promote Your Business and Energize Your Profits

1998

Guerrilla Marketing: Secrets for Making Big Profits from Your Small Business