

Jay Conrad Levinson Guerrilla Marketing

Jay Conrad Levinson Guerrilla Marketing Jay Conrad Levinson Guerrilla Marketing: A Comprehensive Guide Jay Conrad Levinson guerrilla marketing has revolutionized the way businesses approach advertising and brand promotion. Originating from Levinson's pioneering concepts, guerrilla marketing emphasizes unconventional, cost-effective strategies that generate maximum results with minimal expenditure. This marketing philosophy is especially valuable for small businesses, startups, and entrepreneurs seeking to carve out a space in competitive markets. In this article, we delve into the core principles of Jay Conrad Levinson's guerrilla marketing, explore its strategies, benefits, and how to implement it effectively for sustainable growth. --- What Is Guerrilla Marketing? An Overview Guerrilla marketing is an innovative approach to advertising that relies on surprise, creativity, and direct engagement to attract consumers' attention. Unlike traditional marketing, which often involves high-budget campaigns, guerrilla marketing leverages ingenuity and resourcefulness to deliver impactful messages. Origins of Guerrilla Marketing - Coined by Jay Conrad Levinson in his 1984 book, *Guerrilla Marketing*, the term was inspired by unconventional warfare tactics used in small-scale conflicts. - The concept emphasizes "hit-and-run" tactics, surprising the audience and creating memorable experiences. Core Principles - Cost-effectiveness: Focuses on low-cost strategies suitable for small budgets. - Creativity: Encourages out-of-the-box thinking to stand out. - Engagement: Aims to involve the audience actively. - Flexibility: Easily adaptable to different markets and contexts. - Measurable Results: Prioritizes campaign impact over expenditure. --- The Philosophy of Jay Conrad Levinson's Guerrilla Marketing Jay Conrad Levinson's approach to guerrilla marketing centers on maximizing ROI through innovative tactics rather than hefty advertising spends. His philosophy advocates for marketers to think creatively about their resources and audience engagement. Key Elements of Levinson's Guerrilla Marketing - Personalization: Tailoring campaigns to specific target audiences. - Emotional Appeal: Creating campaigns that evoke emotions to foster loyalty. - Local Focus: Leveraging local environments for maximum relevance. - Partnerships: Collaborating with other brands or community groups. Why Is Guerrilla Marketing Effective? - It captures attention in crowded marketplaces. - It fosters word-of-mouth promotion. - It builds brand recognition through memorable interactions. - It provides a competitive edge for small and medium-sized enterprises. --- Types of Guerrilla Marketing Strategies Inspired by Jay Conrad Levinson Guerrilla marketing encompasses a broad spectrum of tactics. Below are some of the most effective strategies aligned with Levinson's principles: 1. Ambient Marketing Utilizes the environment around a business or product for promotional messages. - Examples: Creative sidewalk chalk designs, murals, or interactive installations. 2. Street Marketing Engages pedestrians directly using tactics like flash mobs, branded giveaways, or street 2 performances. - Example: A flash mob promoting a new movie or product. 3. Event Marketing Organizes or sponsors events that draw attention and encourage sharing. - Example: Hosting a pop-up shop or experiential marketing event. 4. Viral Marketing Leverages digital platforms for content that spreads rapidly. - Examples: Shareable videos, memes, or hashtag campaigns. 5. Surprise and Delight Creates unexpected moments of joy for customers or passersby. - Example: Giving out free samples unexpectedly or surprise discounts. 6. Unique Packaging Designs packaging that captures attention and encourages social sharing. - Example: Creative, eco-friendly packaging with a story behind it. --- Implementing Guerrilla Marketing: Step-by-Step Guide To effectively deploy guerrilla marketing tactics inspired by Jay Conrad Levinson, businesses should follow a structured approach: Step 1: Define Clear Objectives - Increase brand awareness - Boost sales or foot traffic - Generate social media buzz - Enhance community engagement Step 2: Know Your Audience - Conduct market research - Understand consumer behavior and preferences - Tailor your message accordingly Step 3: Develop Creative Concepts - Brainstorm ideas that align with your brand identity - Focus on originality and relevance - Ensure ideas are feasible within your budget Step 4: Plan and Execute - Map out logistics, locations, and timelines - Obtain necessary permissions or permits - Prepare materials and resources Step 5: Measure and Adjust - Track engagement, sales, or social media metrics - Gather feedback from participants - Refine tactics based on results --- Benefits of Guerrilla Marketing for Small and Medium Businesses Guerrilla marketing offers numerous advantages, particularly for smaller companies with limited advertising budgets. Cost- Effective - Significantly lower costs compared to traditional advertising campaigns. - Enables startups to compete with larger brands. High Impact - Creates memorable experiences that resonate with consumers. - Generates buzz and organic word-of-mouth promotion. Flexibility and Creativity - Easily adaptable to different environments and campaigns. - Encourages innovative thinking and brand differentiation. Builds Community and Relationships -

Engages local communities directly. - Fosters loyalty through personalized interactions. --- Challenges and Risks in Guerrilla Marketing While guerrilla marketing can be highly effective, it also presents unique challenges: - Legal and Permitting Issues: Some tactics may require permissions or may be restricted. - Potential for Negative Reactions: If poorly executed, campaigns can offend or alienate audiences. - Limited Reach: Guerrilla tactics are often local and may not scale easily. - Measurement Difficulties: Quantifying success can be complex. To mitigate these risks, always conduct thorough planning, research local regulations, and prioritize respectful engagement. --- Case Studies of Successful Guerrilla Marketing Campaigns Case Study 1: The BMW Art Cars - BMW commissioned artists to create unique car designs. - The campaign combined art and automotive marketing, gaining international attention. - Resulted in increased brand prestige and media coverage. Case Study 2: IKEA's "Bookbook" Parody - IKEA released a viral parody video mimicking tech product launches. - It humorously showcased 3 their catalog as a "high-tech" device. - The campaign went viral, boosting brand visibility. Case Study 3: Coca-Cola's "Share a Coke" Campaign - Personalized bottles with names encouraged sharing. - Leveraged social media for widespread engagement. - Significantly increased sales and brand engagement. --- Tips for Success in Jay Conrad Levinson Guerrilla Marketing - Be authentic: Ensure your campaigns align with your brand values. - Think outside the box: Use unconventional tactics to surprise and engage. - Leverage social media: Amplify your message through digital platforms. - Focus on storytelling: Create compelling narratives around your campaign. - Monitor and adapt: Track performance and refine your tactics over time. --- Conclusion Jay Conrad Levinson guerrilla marketing exemplifies the power of creativity, resourcefulness, and strategic thinking in today's competitive marketplace. By adopting these unconventional marketing tactics, small businesses can achieve big results without breaking the bank. Whether through street marketing, viral content, or unique experiences, guerrilla marketing fosters genuine engagement, builds brand loyalty, and drives growth. Embracing Levinson's philosophy of innovation and audience connection can transform your marketing efforts into memorable and impactful campaigns that stand out in any crowded environment. --- Final Thoughts Implementing guerrilla marketing requires courage, creativity, and a clear understanding of your audience. By following Levinson's principles and tailor-fitting tactics to your brand, you can create compelling campaigns that resonate and generate lasting impressions. Remember, the goal is not just to advertise but to connect on a human level, making your brand unforgettable in the minds of consumers. --- Keywords: Jay Conrad Levinson, guerrilla marketing, guerrilla marketing strategies, small business marketing, creative advertising, unconventional marketing, viral marketing, street marketing, ambient marketing, brand awareness

Question: Who is Jay Conrad Levinson and what role did he play in guerrilla marketing? Jay Conrad Levinson was a marketing expert and author credited with pioneering the concept of guerrilla marketing, emphasizing unconventional, low-cost tactics to achieve maximum exposure for businesses. What are some key principles of Jay Conrad Levinson's guerrilla marketing approach? Levinson's guerrilla marketing emphasizes creativity, targeted efforts, personal engagement, and resourcefulness to generate high-impact results without large budgets. How has Jay Conrad Levinson's guerrilla marketing influenced modern digital marketing strategies? Levinson's principles have inspired digital marketers to adopt innovative, cost-effective tactics such as viral campaigns, social media engagement, and content marketing to reach audiences effectively.

4 What are common examples of guerrilla marketing tactics advocated by Jay Conrad Levinson? Examples include street stunts, viral videos, ambient advertising, and leveraging community events—methods that create buzz through creativity and unconventional methods. Why is Jay Conrad Levinson's guerrilla marketing still relevant in today's marketing landscape? Because it emphasizes ingenuity and resourcefulness, making it especially valuable for small businesses and startups looking to compete with larger brands using innovative, low-cost strategies. Jay Conrad Levinson Guerrilla Marketing has fundamentally transformed the landscape of advertising and marketing strategies since its inception. As the pioneer of guerrilla marketing, Levinson introduced a fresh, unconventional approach that emphasizes low-cost, high-impact tactics designed to maximize exposure and engagement. His ideas have empowered small businesses, startups, and entrepreneurs to compete with larger corporations without the need for massive advertising budgets. This review delves into the core principles of Jay Conrad Levinson's guerrilla marketing, assessing its effectiveness, strengths, limitations, and practical applications in today's dynamic marketing environment. --- Understanding Guerrilla Marketing: The Legacy of Jay Conrad Levinson What is Guerrilla Marketing? Guerrilla marketing is an unconventional marketing strategy that relies on creativity, imagination, and innovation rather than traditional advertising channels. Coined by Jay Conrad Levinson in his groundbreaking 1984 book *Guerrilla Marketing*, the approach advocates for surprising and engaging consumers in unexpected ways, often in public spaces or through viral content. The goal is to generate buzz and word-of-mouth promotion with minimal expenditure. Key features of guerrilla marketing include: - Low Cost: Focused on maximizing impact with limited budgets. - Creativity: Uses innovative, sometimes disruptive tactics. - Targeted Engagement: Aims to interact directly with specific audiences. -

Viral Potential: Designed to encourage sharing and organic growth. Levinson's philosophy was revolutionary because it challenged the reliance on costly traditional advertising like TV, radio, and print ads, proposing instead that small businesses could leverage their local environments and ingenuity for greater visibility. The Origins and Evolution of Levinson's Guerrilla Marketing Jay Conrad Levinson was a marketing executive and author who recognized that traditional advertising was often prohibitively expensive for small businesses. His experiences led him to develop guerrilla marketing as a means for smaller players to punch above their weight. Over the decades, the principles of Levinson's guerrilla marketing have evolved, especially with the rise of digital media. Today, the core concepts remain, but tactics have expanded to include social media campaigns, viral videos, street art, and experiential marketing. --- *Core Principles of Jay Conrad Levinson's Guerrilla Marketing* Levinson's approach is rooted in several fundamental principles that guide guerrilla marketing campaigns: 1. Focus on Creativity and Innovation Instead of traditional ads, campaigns should be novel, surprising, and memorable to capture attention. 2. Emphasize Personal Engagement Building personal relationships with customers fosters loyalty and word-of-mouth promotion. 3. Use the Environment Leverage public spaces, community events, or everyday scenarios to deliver messages naturally. 4. Maximize Resources Make the most out of limited budgets by using existing assets, skills, and networks. 5. Measure and Adapt Track campaign results and adapt strategies accordingly for improved outcomes. --- *Features and Techniques of Guerrilla Marketing* Levinson outlined diverse tactics that can be tailored to different industries and audiences. Some of the most popular techniques include: *Ambient Marketing* Utilizing surroundings creatively to promote a product or service—think sidewalk chalk art, sidewalk stickers, or cleverly branded installations. *Street Marketing* Engaging passersby through street performances, flash mobs, or interactive displays. *Stickers, Flyers, and Stickers* Distributing eye-catching stickers or flyers in high-traffic areas to generate curiosity and brand recognition. *Guerrilla Publicity Stunts* Organizing attention-grabbing events or stunts that prompt media coverage and social sharing. *Viral Content* Creating engaging videos or memes designed to spread rapidly online. *Contests and Giveaways* Encouraging participation and sharing through incentives. *Partnerships* Collaborating with local businesses, community groups, or influencers to expand reach. *Pros and Cons of Techniques:* - Pros: - Cost-effective and adaptable. - Highly engaging and memorable. - Builds community and local support. - Facilitates organic sharing. - Cons: - Might be difficult to measure ROI. - Can be perceived as disruptive or intrusive. - Requires significant creativity and planning. - Potential for legal or regulatory issues if not executed carefully. --- *Advantages of Jay Conrad Levinson's Guerrilla Marketing* *Cost Efficiency* One of the most compelling features is its affordability. Small businesses with limited marketing budgets can achieve significant visibility without hefty expenditures. *Creativity Boost* It encourages marketers to think outside the box, fostering innovative campaigns that stand out amid a sea of traditional advertising. *Flexibility and Jay Conrad Levinson Guerrilla Marketing* *6 Adaptability* Guerrilla tactics can be tailored to various industries and target audiences. Whether a local coffee shop or a niche tech startup, the approach is versatile. *Community Building* By engaging directly with local environments and communities, guerrilla marketing can foster loyalty and brand advocacy. *Viral Potential* Unique, memorable campaigns have the potential to go viral, exponentially increasing reach without additional costs. --- *Challenges and Limitations* While guerrilla marketing offers numerous benefits, it also presents some challenges: - *Measurement Difficulties:* Quantifying the success and ROI can be tricky, especially with organic, word-of-mouth campaigns. - *Legal and Ethical Risks:* Some tactics may border on trespassing, vandalism, or other legal issues if not carefully managed. - *Limited Reach:* Localized campaigns may not scale well for national or international brands. - *Sustainability:* Relying solely on sporadic tactics might not build sustained growth without complementary strategies. - *Risk of Negative Perception:* If perceived as intrusive or offensive, campaigns can harm brand reputation. --- *Guerrilla Marketing in the Digital Age* Levinson's principles have seamlessly transitioned into digital environments. Today, guerrilla marketing heavily leverages social media platforms, viral videos, influencer partnerships, and guerrilla tactics adapted for online spaces. *Digital Guerrilla Strategies Include:* - Creating shareable content that resonates emotionally. - Engaging in social media challenges. - Using augmented reality (AR) or virtual reality (VR) to create immersive experiences. - Implementing viral hashtag campaigns. - Partnering with micro-influencers for targeted reach. *Pros of Digital Guerrilla Marketing:* - Broader reach beyond local boundaries. - Easier tracking and analytics. - Faster dissemination and feedback loops. - Cost-effective compared to traditional media. *Cons:* - Highly competitive environment. - Risk of negative viral backlash. - Needs continuous innovation to stand out. --- *Case Studies and Notable Examples* *Coca-Cola's 'Happiness' Campaign* While a global brand, Coca-Cola has employed guerrilla tactics by placing surprise vending machines in unexpected locations, creating memorable moments that generate buzz. *The Blair Witch Project* Used viral marketing tactics and viral videos to create buzz before the film's release, leading to massive word-of-mouth promotion on a shoestring budget. *ALS Ice Bucket Challenge* A viral social media campaign that combined social sharing with a cause,

demonstrating how guerrilla tactics can create widespread awareness rapidly. Local Business Campaigns Many small businesses have successfully used sidewalk chalk art, street performances, and social Jay Conrad Levinson Guerrilla Marketing 7 media stunts to attract local attention and build community. --- Conclusion: The Lasting Impact of Jay Conrad Levinson's Guerrilla Marketing Jay Conrad Levinson's guerrilla marketing remains a vital approach for businesses seeking to make a significant impact with minimal resources. Its emphasis on creativity, engagement, and resourcefulness aligns well with the modern marketing landscape, where consumers are bombarded with traditional ads and crave authentic, memorable experiences. While it requires ingenuity, careful planning, and a willingness to take risks, the rewards—such as increased visibility, brand loyalty, and organic growth—are well worth the effort. For entrepreneurs and marketers willing to think outside the box, Levinson's guerrilla marketing offers a blueprint for standing out in crowded markets. Its principles continue to inspire countless campaigns, proving that sometimes, less can indeed be more when combined with cleverness and passion. --- In summary: - Guerrilla marketing is an innovative, cost-effective approach pioneered by Jay Conrad Levinson. - It emphasizes creativity, engagement, and resourcefulness. - Tactics are diverse, adaptable, and capable of generating significant buzz. - Challenges include measurement, legal considerations, and sustainability. - Digital adaptations have expanded its reach and effectiveness. - Success stories highlight its potential to transform small marketing budgets into impactful campaigns. By embracing Levinson's principles, businesses can harness the power of guerrilla marketing to carve out a unique space in their industry and connect authentically with their audiences. guerrilla marketing, Jay Conrad Levinson, guerrilla advertising, unconventional marketing, innovative marketing strategies, low-cost marketing, viral marketing, brand promotion, marketing tactics, guerrilla marketing campaigns

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identifies the fastest growing markets discusses recession strategies consumers targeted prospects and management and furnishes sections on internet marketing the use of new technologies and cultivating repeat business

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marketing strategy for maximum return for large small businesses

designed to promote cost effective advertising for the small business this guide gives instruction in staying within budgets and developing an advertising strategy

the father of guerrilla marketing jay conrad levinson changed marketing forever when he unleashed his original arsenal of marketing tactics for surviving the advertising jungle on a shoestring budget and now levinson and online marketing masters mitch meyersen and mary eule scarborough once again show you how to beat the odds by combining the unconventional take no prisoners guerrilla marketing approach with today's ultimate marketing weapon the internet learn how to use the internet guerrilla style level the playing field and achieve greater online visibility boost traffic to your website convert visitors into paying clients capture and keep your market share and create multiple income streams all while saving time and money this complete guerrilla marketing online guide includes the 10 most effective guerrilla strategies case studies of the five greatest online guerrilla marketing campaigns how to create a high impact website on a budget low cost tactics for maximizing traffic the 12 biggest internet marketing mistakes and how to avoid them creative tactics and cutting edge tools that inspire customers to take action essential information on cutting edge technology

from a master salesperson and a revolutionary marketing strategist a take no prisoners guide to making your small business dreams come true do you long to break out of the corporate rat race and run your own business jay conrad levinson author of the bestselling guerrilla marketing series and steve savage management consultant and salesman extraordinaire team up to show you how in this truly captivating guide by learning from steve's desolate disasters and tremendous triumphs you will gain the knowledge you need to start and run a business covering every facet from picking a hot product to navigating government bureaucracy to expanding overseas learn how steve develops dazzling products builds successful sales forces and once took a company from zero to 60 million in six years guerrilla business secrets tells how hundreds of men and women trained by steve were able to fulfill their dreams and stretch to the outer limits of their potential i have never seen anyone who could organize a business recruit a sales force and motivate an entire company better than steve savage he is a genuine business visionary rod turner senior executive vice president colgate palmolive

the multimillion selling creator of guerrilla marketing offers action steps for businesses stuck in a rut or roiled by a recession chances are your business could use some help about now regardless of the ups or downs of the economy let's face it we all could in this book bestselling author jay conrad levinson gives you a treasure trove of marketing tactics to help you weather even the toughest times it tells you exactly how to position your business so you can propel to new heights you never dreamt were possible each of the twelve chapters in guerrilla marketing during tough times includes action steps you can use and an exercise to help you focus your energy on the areas of your business you must change it's real life advice from a real marketing expert

guerrilla marketing revealed this 4 volume set contains over 5 hours of business building secrets personally presented by jay conrad levinson father of the worldwide guerrilla marketing revolution the topics you will learn include 20 differences between traditional and guerrilla marketing 100 guerrilla marketing weapons how memes can increase your profits 12 personality traits of successful guerrillas how to launch a guerrilla marketing attack and win 16 monumental secrets of guerrilla marketing and much much more if you're serious about learning the secrets that can propel you to business success you need to watch this video workbook is included

learn how to have more time in your life more life in your time with easy and profound methods and tools which will enhance not only your time management but also the quality of your life this book is strongly based on the most recent evolutions of personal and professional development so that what you will find inside is really applicable for effective change in your life save more time discover what you really want and get the best out of your time

national bestseller the book that started the guerrilla marketing revolution expanded and completely updated for the twenty first century jay levinson's guerrilla marketing revolutionized marketing strategies for the small business owner with his take no prisoners approach to finding clients based on hundreds of solid and effective ideas levinson's philosophy has given birth to a new way of learning about market share and how to gain it in this completely updated and expanded fourth edition levinson offers a new arsenal of weaponry for small business success including strategies for marketing on the internet explaining when and precisely how to use it tips for using new technology such as podcasting and automated marketing programs for targeting prospects and cultivating repeat and

referral business and management lessons in the age of telecommuting and freelance employees guerrilla marketing is the entrepreneur's marketing bible and the book every small business owner should have on his or her shelf

a comprehensive guide to creating low cost innovative and unconventional marketing featuring real life stories from seasoned experts let thirty five world class guerrilla marketing coaches teach you their time tested tactics and strategies for getting new customers and turning them into your most enthusiastic fans here is a taste of what you're going to learn in guerrilla marketing on the front lines dozens of new high impact strategies for reaching and acquiring new customers even on a shoestring budget cutting edge online tactics designed to cut through the clutter and dramatically increase your visibility and conversion rates the keys to developing high powered guerrilla partnerships and affiliate programs that will leverage your time and actually make you money while you sleep are you ready to turn your own prospects into customers and then into raving fans who will buy from you again and again and again join us on the front lines and get ready to launch your own guerrilla marketing attack

guerrilla marketing excellence explains fifty rules aimed at fine tuning your marketing style it includes information on the uses of video television distribution networking effectiveness and marketing combinations in an increasingly competitive business climate

like the extremely successful guerrilla marketing and guerrilla marketing attack this latest addition to the series is written in the traditional guerrilla style presenting unconventional and unusual ideas that are accessible and exciting for salespeople at every level

you have just left one century and have entered another whether you liked it or not that meant leaving behind many things you've grown to know and love or hate it meant embracing new ways of thinking working new ways of living open wide the doors of change and opportunities will come rushing through to entrepreneurs the changes will be dramatic they'll be moving from an age characterized by a worship of profits a surfeit of working hours and a neglect to family and self to a new age in which 20th century business practices will no longer be workable and the path to follow will be the way of the guerrilla the way of the guerrilla will still lead toward profits but not at the expense of draconian working hours or at the sacrificing of time with family time for yourself they will still be a risk taker but be more assured of success he will define that success at the blessed notion of balance between work and leisure work and family humanity and self

the internet is the ultimate guerrilla battlefield according to the bestselling author of guerrilla marketing his newest book provides the definitive place to get started where readers will find an easy to follow step by step plan for launching a guerrilla attack

at a time when millions of small businesses are flourishing here is the optimum plan of attack for businesses that want to cash in on the high profits and low costs of guerrilla marketing

the guru of the guerrilla lifestyle guides both new and seasoned business owners through the changing marketplace and into the next century by following the way of the guerrilla enlightened entrepreneurs discover that a balanced life is the means to achieving lasting financial and emotional success

a powerfully insightful training manual to successfully navigate the 21st century career battlefield scott durchslag former ceo angie's list 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 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 this 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

the book every small business owner should own first published in 1983 jay levinson's guerrilla marketing has become a classic in the

field of business revolutionising marketing for small businesses all over the world and creating a new way to understand market share and how to gain it in this completely updated and expanded fourth edition of levinson s first guerrilla marketing book his take no prisoners approach to finding clients is on full display as he offers hundreds of marketing ideas that really work and a new roadmap for small business success in the global marketplace filled with leading edge strategies for marketing on the internet putting new technologies to work targeting prospects cultivating repeat and referral business and managing in the age of telecommuting and freelance employees among others guerrilla marketing will be the entrepreneur s marketing bible for the twenty first century

guerrilla networking traditional networking is all about meeting people the success you reap in life however is directly correlated tonot how many people you meetbut rather how many people want to meet you guerrilla networking is all about becoming the type of person other people want to meet learn how from both guerrilla marketing legend jay conrad levinson and guerrilla networking originator monroe mann jay and monroe have flipped the typical networking mentality on its headbut theyve landed right side upand so can you if you read this book youre in for a wild ride michael port author of book yourself solid an incredibly simple and yet original concept the idea behind guerrilla networking makes perfect and logical sense i recommend this book to all members of my networking organization dr ivan 2 omisner founder of bni and ny times bestselling author of masters of networking

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