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— LEN SCHLESINGER, President, Babson College;  
Former Vice Chairman and Chief Operating Officer, Limited Brands

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FREE tools and support to start your business  
**\$497 value!**  
details inside

# GUERRILLA MARKETING

## JOB ESCAPE PLAN

The Ten Battles You Must Fight to Start Your Own Business,  
and **HOW TO WIN** Them Decisively

**JAY CONRAD LEVINSON  
& ANDREW NEITLICH**

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# Resumo de Guerrilla Marketing: Job Escape Plan: The Ten Battles You Must Fight to Start Your Own Business, and HOW TO WIN Them Decisively

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