“Failure to adapt is the leading cause of death,” reminds Jay Conrad Levinson in his introduction to the new, updated and expanded fourth edition of his seminal book *Guerrilla Marketing* (Houghton Mifflin, May 22, 2007). When *Guerrilla Marketing* was first published in 1983, Levinson challenged the traditional ideas about marketing for small companies and entrepreneurs and his innovative strategies changed the world of business. Almost twenty-five years and fourteen million copies later, Levinson has overhauled his approach to marketing for the guerrillas of the twenty-first century.

The new edition of *Guerrilla Marketing* emphasizes the backbone guerrilla values of creativity and awareness while providing readers with revolutionary adaptations to “power up” their marketing plans. Levinson has updated his time-tested methods of guerrilla-style maximedia marketing, while incorporating an entirely new section on the correct uses and benefits of e-media marketing, including:

- The critical elements of your company website – Learn to view your website with the eyes of a cynic. Remove unnecessary clutter and visual eyesores so the main idea in your sales copy stands out.
- The attributes of a successful blog – Ensure that your blog is not a sales pitch in disguise. Readers should be able to navigate it easily and want to return. Blogs should provide the intimacy that is missing from mainstream media.
- The future of podcasting – Keep your podcasts listener-friendly. A podcast can convey your personality more eloquently than a conventional ad, but it must also offer some educational or entertainment value.
- E-mailing efficiently – As Internet technology develops, e-mail will remain its most important application. Learn how to use e-mail to create traffic for your company’s website: use short paragraphs, short sentences, and short words.

This completely new fourth edition of *Guerrilla Marketing* is a “chip off the old
guerrilla block” as it blends the proven guerrilla marketing methods with important 21st-century updates in Levinson’s own unique style. The tactics explained in *Guerrilla Marketing* will help any business stand out and achieve success as only a true guerrilla can.