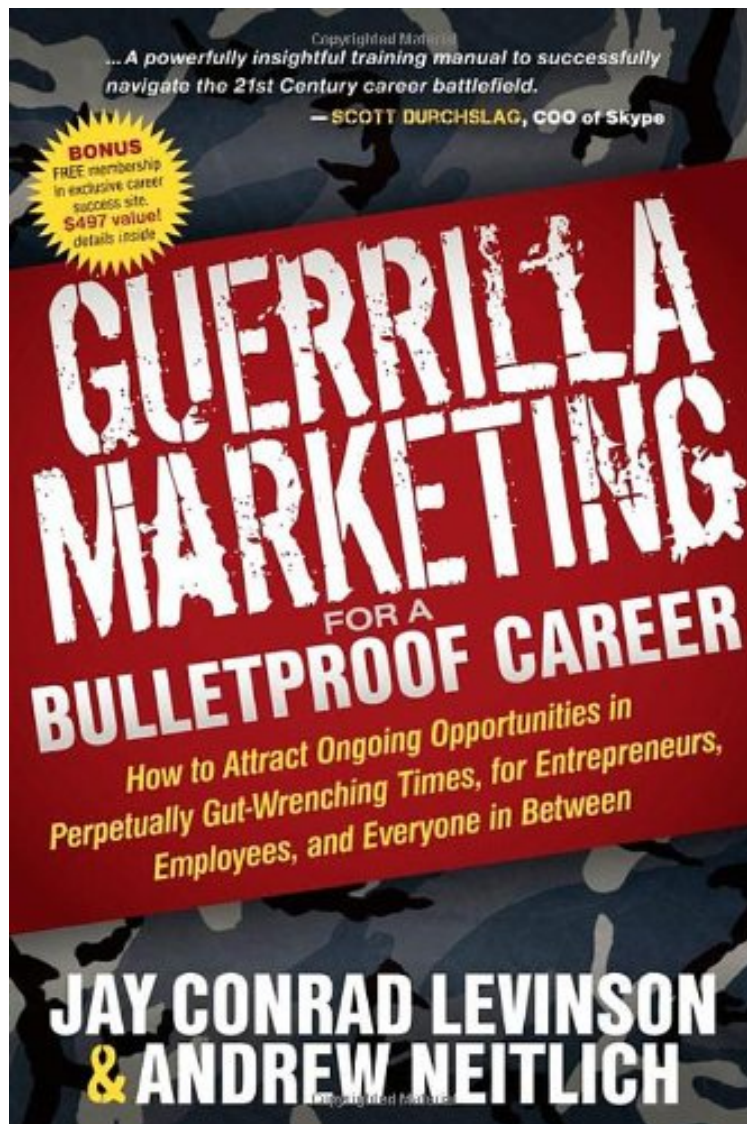


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Jay Conrad Levinson, Andrew Neitlich

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Guerrilla Marketing for a Bulletproof Career: How to Attract Ongoing Opportunities in Perpetually Gut Wrenching Times, for Entrepreneurs, Employees, and Everyone in Between* (Guerrilla Marketing Press):

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Bulletproof Your Career..."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. You will 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. "Guerrilla Marketing for a Bulletproof Career" 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.

"GM for a Bulletproof Career is a powerfully insightful training manual to successfully navigate the 21st Century career battlefield, shape it to your advantage, and attain personal and professional victory." --Scott Durchslag, COO of Skype"It offers specific concepts, strategies, and tactics for creating and maximizing the lifetime value of your unique career path."--Mark P. Friedman, Principal/Founder, FastGrowth Advisors"A book that actually delivers on how to reach YOUR OWN dreams. Not only will you now be equipped for the inevitable, but also for the unknown." --David O'Meara, The O'Meara Process,From the AuthorPreface...The world has changed dramatically since I began my career in 1958. Most of the changes have been for the good. Unquestionably, the world is much more chaotic and volatile. But on the plus side, new industries, technologies, and challenges are springing up more rapidly than ever before. This creates new jobs before people can even train specifically for them. It also creates terrific opportunities for those who are ready. This book exists to make you ready.On the challenging side, economic shocks, scandals, global competition, and government intervention cause greater uncertainty than ever before. Jobs are destroyed and created more rapidly than ever. Businesses and even entire industries come and go. New competitors spring up from around the world--armed with cost advantages, technological advantages, and talented employees. The government gets involved more than in the past. Economic shocks and scandals seem to come more rapidly. We have to be ready for whatever comes next.In this environment people need to be agile. They need to be ready to shift from employee to entrepreneur, freelancer, interim executive, investor, student, sabbatical taker, and more. People need to create a bulletproof career by having great relationships--a power base--and also by constantly upgrading their skills. That way they can get into the opportunity now, and opportunities will come their way. People need a mindset that encourages resilience, improvisation, and street smarts.Everyone should be thinking about the opportunities and threats that can affect one's career, both inside and outside of the organization. Then they need to be ready to adapt, with an open mind as well as with flip-the-switch backup plans that can be implemented immediately if an ambush threatens.The Guerrilla Marketing philosophy is perfect in this environment. Given how quickly things change, this philosophy--which used to apply mainly to small business owners--now applies to employees, entrepreneurs, and everyone in between. It has been a hallmark of my own career--as an advertising agency executive and then as an author and speaker.Andrew Neitlich is the perfect person to write this book with me. He is very open about the ways his career has meandered as he tried to find the ideal match among his passions, talents, and market opportunities. He graduated from Harvard

Business School, after turning down Harvard Law School. He worked on Wall Street, in government, for both large and small companies, and finally--just over a decade ago--he launched a successful career as a consultant and entrepreneur. He has faced failures, such as a losing business venture in the professional fight-promotion business. He has also had many successes and is now a successful and highly regarded Internet publisher, trainer, consultant, author, and executive-level coach. As I have, Andrew has crafted an ideal life for himself. He works from his home office, plays tennis as often as he likes, and has plenty of time to spend with his wife and children. His book is a compilation of his own experiences, as well as those of his colleagues, family, friends, and thousands of people from around the world he has trained and coached over the past decade. As one who has worked from his home--a three-day week at that--and earned far more than I possibly could have as an employee, I resonate with all the ideas presented here. I hope you are ready for the enlightenment that Andrew provides in these pages.

Jay Conrad Levinson
DeBary, Florida
From the Back Cover "Arms you with the tools required to make powerful decisions and realize an extraordinary life." "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. You will 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. "Guerrilla Marketing for a Bulletproof Career" 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.