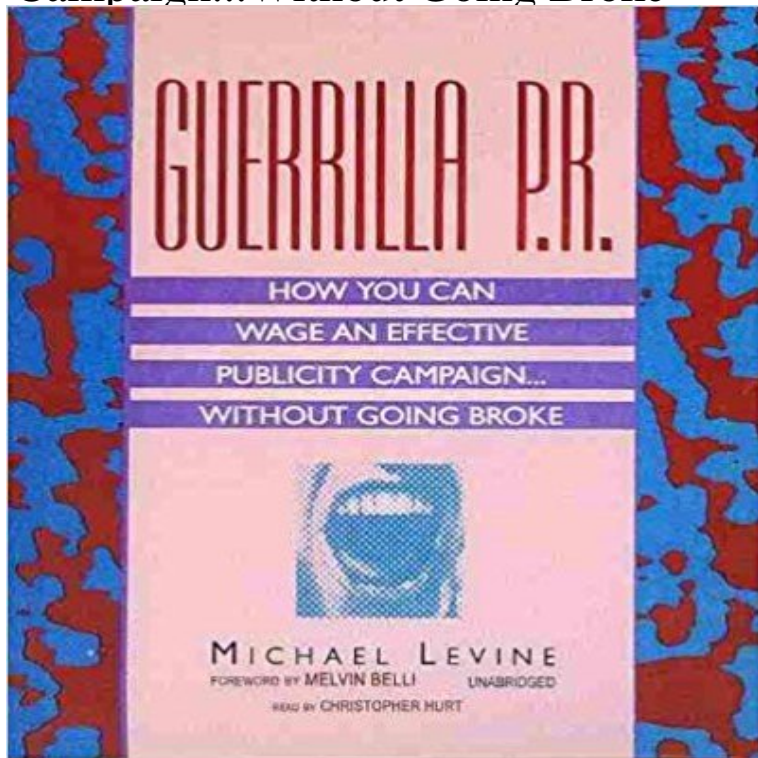


# Guerrilla P.R.: How You Can Wage an Effective Publicity Campaign...Without Going Broke



A good publicist is essential to building success and maintaining public support. If you are a small business owner, an entrepreneur, or an undercapitalized beginner seeking an edge in a highly competitive arena, here are the resources necessary to mount your own campaign and get the media exposure you need.

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