

# PREFACE

**T**he 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 flow, 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 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. This 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

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