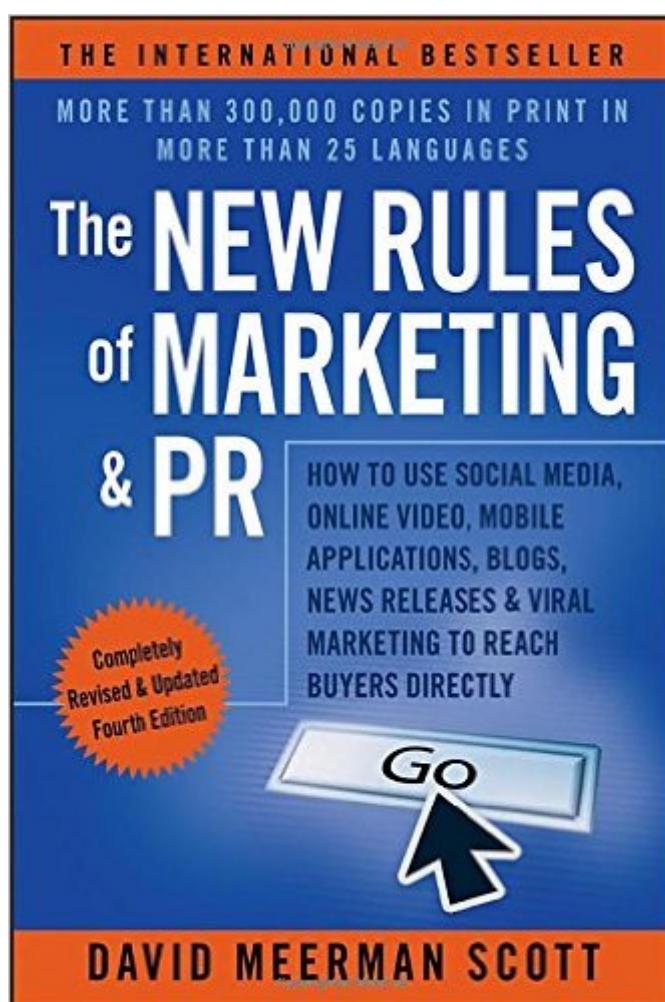


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The New Rules Of Marketing & PR: How To Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, And Viral Marketing To Reach Buyers Directly



Synopsis

The benchmark guide to marketing and PR, updated with the latest social media and marketing trends, tools, and real-world examples of success. The New Rules of Marketing & PR, 4th Edition is the pioneering guide to the future of marketing, an international bestseller with more than 300,000 copies sold in over 25 languages. It offers a step-by-step action plan for harnessing the power of modern marketing and PR to communicate with buyers directly, raise visibility, and increase sales. It shows how large and small companies, nonprofits, and other organizations can leverage Web-based content to get the right information to the right people at the right time for a fraction of the cost of big-budget campaigns. Including a wealth of compelling case studies and real-world examples of content marketing and inbound marketing success, this is a practical guide to the new reality of reaching buyers when they're eager to hear from you. Includes updated information, examples, and case studies plus an examination of newly popular tools such as Infographics, photo-sharing using Pinterest and Instagram, as well as expanded information on social media such as YouTube, Twitter, Facebook, and LinkedIn. David Meerman Scott is a marketing strategist, bestselling author of eight books including three international bestsellers, advisor to emerging companies including HubSpot, and a professional speaker on topics including marketing, leadership, and social media. Prior to starting his own business, he was marketing VP for two U.S. publicly traded companies and was Asia marketing director for Knight-Ridder, at the time one of the world's largest information companies. The New Rules of Marketing & PR offers the single resource for entrepreneurs, business owners, nonprofit managers as well as those working in marketing or publicity departments to build a marketing and PR strategy to grow any business.

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Customer Reviews

If you're reading this, you're probably considering buying the 4th edition of David Meerman Scott's *The New Rules of Marketing & PR*. There are a couple of things you should bear in mind. One is that, as a leading thought leader, David Meerman Scott "walks the walk." In contrast to a lot of "experts" who write about online marketing, the *New Rules of Marketing & PR* reflects original thinking, based on his career since 2002. David Meerman Scott practices what he preaches. As he tells his story in the Introduction, (which you can read by clicking the *Look Inside!* book cover image, above), David understands media from an insider perspective. He knows media from multiple perspectives. He knew how the press operated, and he knows how it operates today. This is especially evident in Chapter 23, *Newjacking*, one of the new chapters. At one time, David controlled multi-million dollar corporate marketing budgets, but realized that, as Bob Dylan said, "the times they are a'changing." What you get in the 4th edition of *The New Rules of Marketing & PR* is based on what worked for him in the early years of the previous decade. David pioneered the (at the time) revolutionary view of giving drafts of chapters of the first edition of his book away for free, before his book was published to great success. Over the years, he's repeated and perfected the technique, to increasing success. Second, there's the important element of refinement. Through the previous editions of *The New Rules of Marketing & PR*, David has been continuously refining and updating his ideas to reflect developing technology.

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