



The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

David Meerman Scott

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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 best seller 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, best-selling author of eight books including three international best sellers, 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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