



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

David Meerman Scott

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A completely revised and updated edition of the *BusinessWeek* bestseller on effective, modern marketing and PR best practices, *The New Rules of Marketing and PR* shows you how to leverage the potential that Web-based communication offers your business. Finally, you can speak directly to customers and buyers, establishing a personal link with the people who make your business work.

This new second edition paperback keeps you up-to-date on the latest trends.

- New case studies and current examples are included to illustrate the very latest in marketing and PR trends.
- Completely updated to reflect the latest marketing and PR techniques using social media sites such as Twitter, Facebook, and YouTube
- Includes a step-by-step action plan for harnessing the power of the Internet to communicate directly with buyers, increase sales, and raise online visibility
- David Meerman Scott is a renowned online marketing strategist, keynote speaker and the author of *World Wide Rave*, from Wiley

The New Rules of Marketing and PR, Second Edition gives you all the information you need to craft powerful and effective marketing messages and get them to the right people at the right moment—at a fraction of the price of a traditional marketing campaign.

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