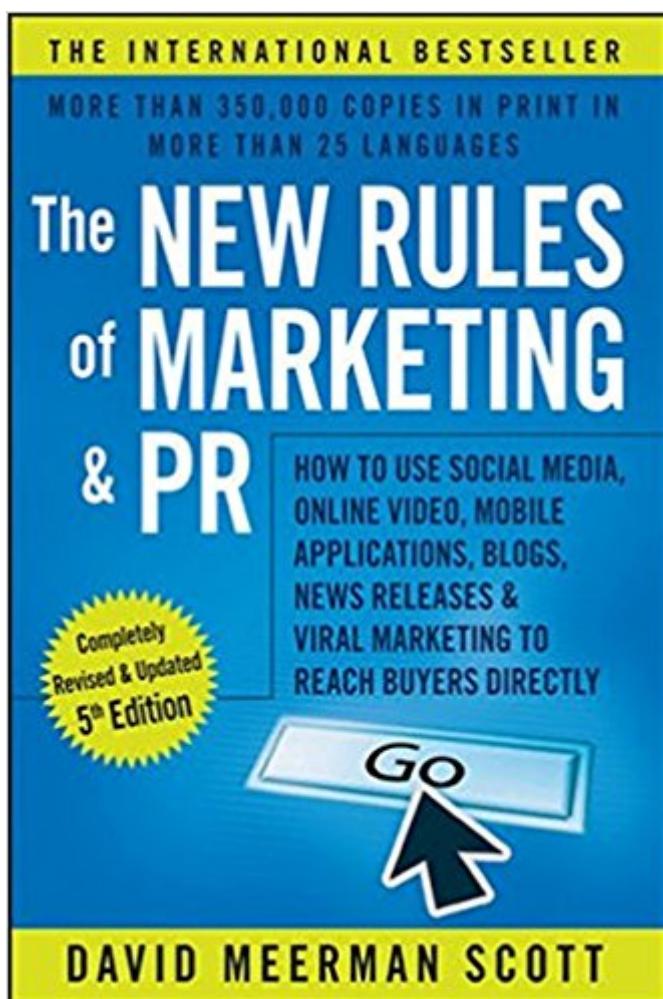


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The New Rules Of Marketing And PR: How To Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, And Viral Marketing To Reach Buyers Directly



Synopsis

The most updated edition yet of the benchmark guide to marketing and PR, with the latest social media, marketing, and sales trends, tools, and real-world examples of success. This is the fifth edition of the pioneering guide to the future of marketing. The New Rules of Marketing & PR is an international bestseller with more than 350,000 copies sold in over twenty-five languages. It offers a step-by-step action plan for harnessing the power of modern marketing and PR to directly communicate with buyers, raise visibility, and increase sales. This practical guide is written for marketing professionals, PR professionals, and entrepreneurs who want to grow their businesses and create success. Learn how companies, nonprofits, and organizations of all sizes can leverage web-based content to get timely, relevant information to eager, responsive buyers for a fraction of the cost of big-budget campaigns. This fifth edition—“the most extensively revised edition yet”—includes: Dozens of compelling case studies with revisions Real-world examples of content marketing and inbound marketing strategies and tactics A fresh introduction A new chapter on sales and service Coverage of the latest social media platforms, including Periscope, Meerkat, and Snapchat. The New Rules of Marketing & PR is an unparalleled resource for entrepreneurs, business owners, nonprofit managers, and all of those working in marketing or publicity departments. This practical guide shows how to devise successful marketing and PR strategies to grow any business. David Meerman Scott is a marketing strategist, bestselling author of ten books—including three international bestsellers—“advisor to emerging companies such as HubSpot, and a professional speaker on marketing, leadership, and social media. Prior to starting his own business, he was marketing VP for two publicly traded US companies and was Asia marketing director for Knight-Ridder, at the time one of the world’s largest information companies.

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"Before the Web came along, there were only three ways to get noticed: buy expensive advertising, beg the mainstream media to tell your story for you, or hire a huge sales staff to bug people one at a time about your products." -- says David Meerman Scott in the introduction to "The New Rules of Marketing and PR." This book is an excellent overview of web marketing principles. I recommend this text to anyone who wants to become a better web marketer. The New Rules became a best seller through online marketing. After a successful career in PR, Scott created a blog, gave away 250,000 ebooks, and mailed advance copies of his printed books to prominent bloggers. The old way of launching a book would have been exclusively through sales, press releases, advertising and a book tour. Early on Scott describes how the old ways are becoming increasingly inefficient, ineffective, and often insulting. Scott's essential message is that you can now bypass the traditional marketing channels and reach out directly to customers, provided you have a worthwhile offering and message. To do this, you must philosophically move from monologue to dialog and from propaganda to participation. These necessary changes in marketing approach are the result of the Internet's expansion of communication channels from one-to-many . . . to many-to-one . . . to many-to-many . . . to one-to-one. These four communication modalities combined with the ability to bypass land-based distribution channels and transact commerce online represents a sea change in marketing. Scott recommends that contemporary marketers think like a publisher. "Publishers consider all the following questions: Who are my readers? How do I reach them? What are their motivations?

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