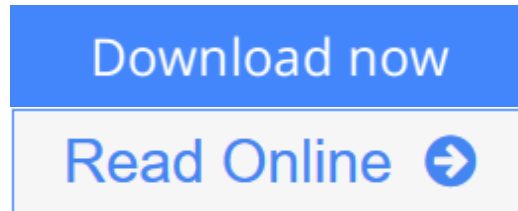


# The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly

By David Meerman Scott



**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** By David Meerman Scott

***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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## **Editorial Review**

From the Back Cover

### **Market to win with the fourth edition of this modern-day business classic!**

The one-of-a-kind guide to the future of marketing is back with the very latest digital trends in marketing and PR. Learn new tools and techniques to communicate with buyers directly, raise online visibility, and increase sales. For professionals, entrepreneurs, business owners, and professors alike, this pioneering guide offers actionable strategies that can be implemented immediately. In this completely revised and updated *Fourth Edition*, author David Meerman Scott offers fresh examples of success from organizations around the world; examines newly popular tools such as infographics and photo-sharing using Pinterest and Instagram; and delivers expanded information on social media such as YouTube, Twitter, Facebook, and LinkedIn. *The New Rules of Marketing & PR* once again brings you all the hottest insider tips so you can confidently market any product, service, or idea—for a fraction of the cost of traditional marketing and PR programs.

"When I read *The New Rules* for the first time, it was a 'eureka' moment for me at HubSpot. David nailed the fundamental shifts going on in the buyer-seller relationship and wrote the classic text to help marketers take advantage of them."

—**Brian Halligan**, CEO, HubSpot, and coauthor of *Inbound Marketing*

"I've relied heavily on *The New Rules of Marketing & PR* as a core text for my New Media and Public Relations course at Boston University for the past twelve semesters. David's book is a bold, crystal-clear, and practical guide toward a new (and better) future for the profession."

—**Stephen Quigley**, Boston University

"You're not supposed to be able to do what David Meerman Scott is about to tell you in this book!"

—**Robert Scoble**, coauthor of *Naked Conversations*, Scobleizer.com

"This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition."

—**Publishers Weekly** (starred review)

About the Author

**DAVID MEERMAN SCOTT** is the author of eight books including *Real-Time Marketing & PR*, *Marketing Lessons from the Grateful Dead*, and *Newsjacking*. His books open people's eyes to the new realities of marketing and public relations. David's popular blog, advisory work with fast-growing companies, and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers directly and in real time.

## **Users Review**

**From reader reviews:**

**Viola Coghlan:**

What do you in relation to book? It is not important along with you? Or just adding material when you really need something to explain what you problem? How about your spare time? Or are you busy particular person? If you don't have spare time to perform others business, it is gives you the sense of being bored faster. And you have extra time? What did you do? Everyone has many questions above. They have to answer that question mainly because just their can do in which. It said that about book. Book is familiar on every person. Yes, it is proper. Because start from on guardería until university need this particular 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 to read.

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