



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

By David Meerman Scott

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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 By David Meerman Scott

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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Editorial Review

Review

"If there is only one book out there that the marketing departments have on the must-read list, this is it.....for those wading into social media space, give this a read and pass it along to your in-house head of comms for maximum benefit" (Entrepreneur Middle East, January 2016)

"an essential reference book that offers value to all working in this field.....for seasoned professionals it offers an excellent benchmark for a range of marketing channels" (B2B Marketing, February 2016)

From the Back Cover

Grow your business with the fifth edition of this modern business classic!

The pioneering guide to the future of marketing, *The New Rules of Marketing & PR*, has been updated and revised to retain its place as the top marketing and public relations book available. Learn the latest tools and techniques to communicate with buyers directly and in real-time, raise online visibility, and increase sales. For professionals, entrepreneurs, business owners, and professors alike, this one-of-a-kind guide offers actionable strategies that can be implemented immediately. In this completely revised and updated Fifth Edition, David Meerman Scott offers fresh examples of success from organizations around the world; delivers revised and expanded information on techniques like Inbound Marketing, Content Marketing, and Newsjacking; and offers the latest on social networks such as YouTube, Twitter, Facebook, Instagram, Snapchat, and LinkedIn. *The New Rules of Marketing & PR* gives you the inside track to gain attention for your product, service, or idea at a fraction of the cost of traditional marketing and PR programs.

"When I read *The New Rules of Marketing & PR* 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; coauthor of *Inbound Marketing*

"David is informative, entertaining and inspiring! No one knows more about new ways to reach buyers. The groundbreaking strategies in this book reinvent the way entrepreneurs engage the marketplace and grow business."

—**Tony Robbins**

"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 ten books including *Real-Time Marketing & PR*, *The New Rules of Sales & Service*, and *Newsjacking*. His books open people's eyes to the new realities of sales, 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

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Katherine Adkins:

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