



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

John Wiley Sons Inc, United States, 2015. Paperback. Book Condition: New. 5th Revised edition. 228 x 153 mm. Language: English . Brand New Book. 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...

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