



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

David Meerman Scott

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This book is suitable for marketers. "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 one-of-a-kind guide includes a step-by-step action plan for harnessing the power of the Internet to create compelling messages, get them in front of customers, and lead those customers into the buying process.

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