



The New Rules of Marketing & PR 2.0

David Meerman Scott

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How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly

The Internet has profoundly changed the way people communicate and interact with each other. It has also changed the way businesses communicate with current and potential customers. In the old days, marketers could only communicate through the filter of expensive advertising or media ink placed by a PR firm. Today, the rules have changed entirely.

The New Rules of Marketing and PR shows you how to leverage the potential that Web-based communication offers large and small companies, nonprofits, entrepreneurs, political organizations, consultants, even rock bands and churches. Finally, you can speak directly to customers and buyers, establishing a personal link with those who make your business work. You can reach niche buyers with targeted messages that cost a fraction of your big-budget advertising campaign. Rather than bombard them with advertising they'll likely ignore, you can focus on getting the right message to the right people at the right time.

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