



## The New Rules of Marketing PR 4th Edition: How to Use Social Media, Online Video, Mobile Applications.to Reach Buyers Directly

By David Meerman Scott

Gildan Media on Dreamscape Audio, United States, 2016. CD-Audio. Condition: New. Revised, Unabridged, Updated. Language: English . Brand New. 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.



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