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"The New Rules of Marketing and PR" is currently #1 in sales on Amazon in the PR category. It is written by David

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Meerman Scott who is a marketing strategist and thought leader on inbound marketing.

The New Rules of Marketing - HubSpot

The New Rules of Marketing & PR, 4th Edition is the pioneering guide to the future of marketing, an international

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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.

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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

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of speaking engagements around the world give him a singular perspective on how businesses ...

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shows you how to leverage the potential that Web-based communication offers your business. You can speak directly to customers and buyers, establishing a personal link with the those who make your business work. You can reach niche buyers with targeted messages that cost a fraction of your big-budget ad campaign.

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