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David Meerman Scott: How to Use News Releases,  
Blogs, Podcasting, Viral Marketing & Online  
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**Complete summary of David M. Scott's book: "The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing & Online Media to Reach Buyers Directly".**

This summary of the ideas from David M. Scott's book "The New Rules of Marketing and PR" describes how, at one time, the only realistic way you could reach potential customers was to use expensive advertising or try to get media publishers to pick up on material placed by your PR firm. Today, the Internet has completely changed the rules of marketing and PR forever. In his book, the author predicts that the real marketing and PR challenges in the years ahead will be to stay at the cutting edge of the various Internet-based ways of communicating with customers. This summary will teach you how to succeed in the future by harnessing the power of the internet in order to reach more customers than ever before.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your knowledge

**To learn more, read "The New Rules of Marketing and PR" and find out how you can keep up with the changes brought by the internet and use them to your advantage.**

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