

New Rules Marketing Pr Applications

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

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David Meerman Scott is the author of 'The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly', published 2013 under ISBN 9781118488768 and ISBN 1118488768.

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