



# The New Rules of Marketing & PR: eSpesso

## Summary

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# The New Rules of Marketing & PR: eSpesso Summary

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20 page eSpesso Summary: This is the book every ambitious, forward-thinking, progressive marketer or publicist has at the front of their shelf. Business communication has changed over the recent years. Creative ad copy is no longer enough. The New Rules of Marketing and PR has brought thousands of marketers up to speed on the changing requirements of promoting products or services in the new digital age. The one-of-a-kind guide to the future of marketing is back with the very latest digital trends in marketing and PR. Learn new tools and techniques to communicate with buyers directly, raise online visibility, and increase sales. For professionals, entrepreneurs, business owners, and professors alike, this pioneering guide offers actionable strategies that can be implemented immediately. David Meerman Scott examines recent changes to the world of marketing and PR, including mobile marketing, new measurement tools, and fresh case studies. The New Rules of Marketing & PR once again brings you all the hottest insider tips so you can confidently market any product, service, or idea—for a fraction of the cost of traditional marketing and PR programs.

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