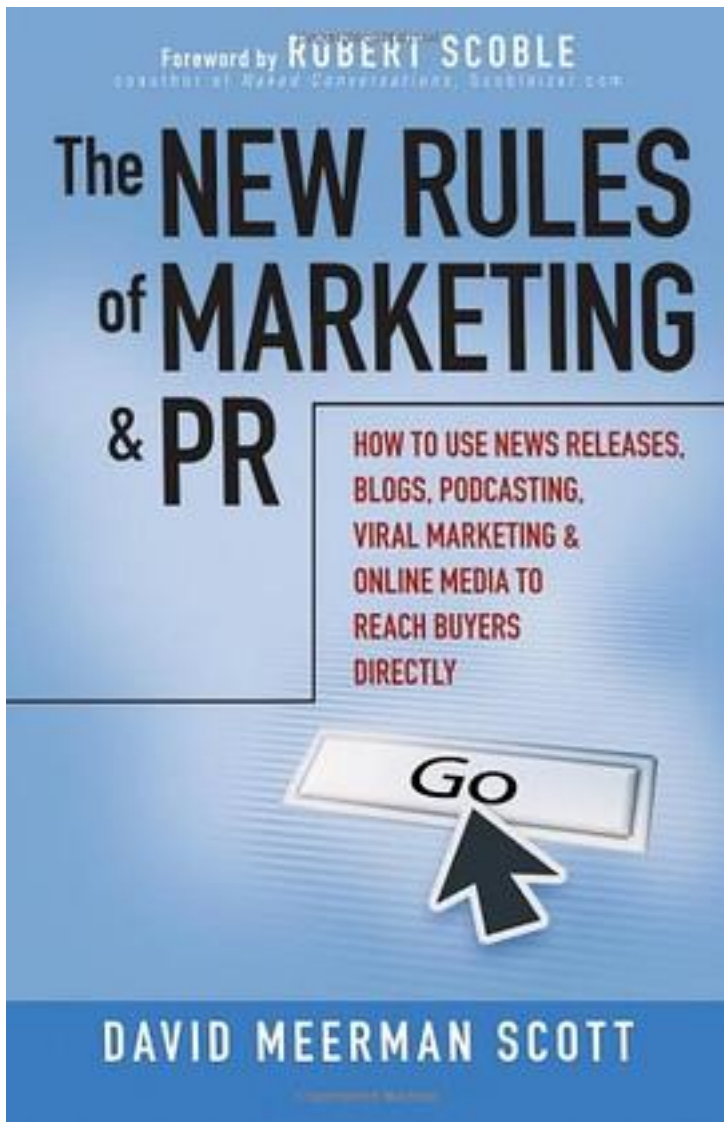


The New Rules of Marketing and PR



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著者:David Meerman Scott

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Starred Review. Though it may not yet have affected the value of 30 seconds of Super Bowl advertising, PR insider Scott argues that understanding the growing irrelevance of marketing's "old rules" is vital to thriving in the new media jungle. Already apparent in newspapers and magazines (with sharp downturns in circulation and ads), radio (on the losing end of the iPod revolution) and direct mail (digitally replaced by spam), the imminent fall of traditional mass media marketing means new opportunities for legions of smaller companies and independent professionals who need to reach niche markets cheaply and effectively. The way Scott sees it, this is also good news for consumers: the online culture of integrity and information tends to produce quality content for less, as opposed to the vapid, one-sided and pricey advertising of print media and television. Scott provides the technical novice a thoughtful and accessible guide to cutting-edge media arenas and formats such as RSS, vodcasts and viral marketing, without neglecting the fact that technological wizardry can't substitute for a well-thought out marketing program. Besides emphasizing fundamentals like defining one's audience, Scott also drills home the ethos and etiquette of the web, encouraging content that's both useful and unobtrusive. This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition.

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"This excellent look at the basics of new millennial marketing should find use in the hands of any serious PR professional making the transition." (Publishers Weekly, December 31, 2007) "a valuable source of inspiration" (Brand Strategy, November 2007) "...is useful if you would like to learn more about new formats such as RSS, vodcasts and viral marketing." (Gulf Business, Vol. 12/ Issue 7)

Though it may not yet have affected the value of 30 seconds of Super Bowl advertising, PR insider Scott argues that understanding the growing irrelevance of marketing's "old rules" is vital to thriving in the new media jungle. Already apparent in newspapers and magazines (with sharp downturns in circulation and ads), radio (on the losing end of the iPod revolution) and direct mail (digitally replaced by spam), the imminent fall of traditional mass media marketing means new opportunities for legions of smaller companies and independent professionals who need to reach niche markets cheaply and effectively. The way Scott sees it, this is also good news for consumers: the online culture of integrity and information tends to produce quality content for less, as opposed to the vapid, one-sided and pricey advertising of print media and television. Scott provides the technical novice a thoughtful and accessible guide to cutting-edge media arenas and formats such as RSS, vodcasts and viral marketing, without neglecting the fact that technological wizardry can't substitute for a well-thought out marketing program. Besides emphasizing fundamentals like defining one's audience, Scott also drills home the ethos and etiquette of the web, encouraging content that's both useful and unobtrusive. This excellent look at the basics of new-millennial marketing should find use in the hands of any serious PR professional making the transition. (July) (Publishers Weekly, August 6, 2007)

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"The Internet is not so much about technology as it is about people. David Meerman Scott, in his remarkable The New Rules of Marketing and PR, goes far beyond technology and explores the ramifications of the Web as it pertains to people. He sets down a body of rules which show you how to negotiate those ramifications with maximum effectiveness. And he does it with real-life case histories and an engaging style."

The Father of Guerrilla Marketing and Author, Guerrilla Marketing series of books

"The New Rules of Marketing & PR teaches readers how to launch a thought leadership campaign by using the far-reaching, long-lasting tools of social media. It is an invaluable guide for anyone who wants to make a name for themselves, their ideas, and their organization."

— Co-author of How to Persuade People Who Don’t Want to be Persuaded and founder of Levy Innovation: A Marketing Strategy Firm

"The history of marketing communications - about 60 years or so - has been about pushing messages to convince prospects to take some action we need. Now marketing communications, largely because the overwhelming power and influence of the web and other electronic communications, is about engaging in conversation with prospects and leading / persuading them to take action. David Meerman Scott shows how marketing is now about participation and connection, and no longer about strong arm force."

— Chief Revenue Officer, MarketingProfs.com and co-author Marketing Champions: Practical Strategies for Improving Marketing’s Power, Influence and Business Impact

作者介绍:

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Rules

评论

一本好书，但所谓资讯赶不上时代，所以4年之后来读，不免就有种“尽是废话”的感觉了...

因为上课的原因读了两遍，因为书好的原因读了三遍。

很好。具有可参考实际执行的价值。提供了一些如何做的方法。

the book can be simply summarized as: use social media for your PR.

呵呵。

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书评

整本书有1/3的内容很精彩，其他部分，如果是IT界的Marketing人士的话，基本可以一目十行地看完。
作者本人的经验还是有，不过可能因为在那个level就比较少做具体的执行工作，所以最后一章 Make It Happen 写得很水。书中有很多篇幅具体地讲 Blog, Podcast 和 Social Network S...

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