

**The NEW RULES
of MARKETING
& PR**

Also by David Meerman Scott

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The **NEW RULES**
of **MARKETING**
& **PR**

**HOW TO USE CONTENT
MARKETING, PODCASTING,
SOCIAL MEDIA, AI,
LIVE VIDEO, AND
NEWSJACKING TO REACH
BUYERS DIRECTLY**

SEVENTH EDITION

DAVID MEERMAN SCOTT

WILEY

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