



Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products That Grow Your Business Now (Revised edition)

By David Meerman Scott

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products That Grow Your Business Now (Revised edition), David Meerman Scott, Launch effective real-time communications to win in today's always-on world Gone are the days when you could plan out your marketing and public relations programs well in advance and release them on your timetable. "Real time" means news breaks over minutes, not days. It means companies develop (or refine) products or services instantly, based on feedback from customers or events in the marketplace. And it's when businesses see an opportunity and are the first to act on it. In this eye-opening follow-up to *The New Rules of Marketing and PR*, a *BusinessWeek* bestseller, David Meerman Scott reveals the proven, practical steps to take your business into the real-time era. Find out how to act and react flexibly as events occur, position your brand in the always-on world of the Web, and avoid embarrassing mistakes and missteps. Real-Time Marketing and PR will also enable you to: * Develop a business culture that encourages speed over sloth * Read buying signals as people interact with...



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