



Real-Time Marketing and PR

By David Meerman Scott

Wiley India Pvt. Ltd, 2011. Softcover. Book Condition: New. 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. I Revolution Time. Grow Your Business Now. ? Dave's Slingshot Goes Viral on Goliath. ? The Stories behind the Story: United Airlines, Taylor Guitars, and Calton Cases. ? Break a Taylor Guitar and You Break this Man's Heart. ? A Teachable Moment. ? Case Study in Real-Time Product Development. ? United Comes Untied. ? Dave's Big Win. ? Real-Time Engagement. Speed versus Sloth: Dispatches from the Front. ? Google Finally Gets It. ? Caught on the News Cycle Hamster Wheel. ? Feeling an Invisible Presence in the Conference Hall. ? What Matters...



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