

= David Meerman Scott =

David Meerman Scott (born March 25 , 1961) is an American online marketing strategist , and author of several books on marketing , most notably The New Rules of Marketing and PR with over 350 @, @ 000 copies in print in more than 25 languages .

The book was inspired by an accidental discovery (made when he was vice president of marketing at NewsEdge) that creating useful content oneself and publishing it on @-@ line at virtually no cost was consistently more effective than expensive professional public relations programs . Subsequent books draw from his experience as a real @-@ time bond trader , and his observations about innovative marketing by organizations as diverse as IBM and the rock band The Grateful Dead . Based in Boston , he is also a speaker at conferences and corporate events and he runs seminars about marketing around the world .

= = Early life = =

Scott graduated from Kenyon College in 1983 with a BA in economics . After early jobs as a clerk on several Wall Street bond trading desks , he worked in the online news and information business from 1985 to 2002 . He held executive positions in an electronic information division of Knight @-@ Ridder , at the time one of the world 's largest newspaper companies from 1989 to 1995 . He was based in Tokyo from 1987 to 1993 and in Hong Kong from 1993 to 1995 .

He moved to the Boston area in 1995 and joined Desktop Data , which became NewsEdge Corporation . In his most recent corporate position he was vice president of marketing at NewsEdge until the business was sold to Thomson Corporation in 2002 .

He says " I didn 't plan on becoming a marketing strategist ... I came upon it accidentally ... " At NewsEdge he and his team found that do @-@ it @-@ yourself programs based on creating useful content and publishing it on @-@ line at virtually no cost consistently generated more interest from qualified buyers than expensive profession public relations programs . However , the Thomson Corporation terminated his employment after acquiring NewsEdge . " My ideas were a little too radical for my new bosses . So I started my own business ... " he says .

Since 2001 , he has used Meerman , his middle name , to distinguish himself from other notable people called David Scott such as the David Scott who walked on the moon as the commander of Apollo 15 (and whom he has met) .

= = Career = =

= = = Thought = = =

Scott 's ideology " the new rules of marketing & PR " is that marketing and public relations is vastly different on the Web than in mainstream media . He says that the " old rules " of mainstream media (which he asserts do not work on the Web) are about " controlling a message " and the only ways to get the message into the public domain using mainstream media is to buy expensive advertising or beg the media to write about you . He says that the rules of marketing and PR on the Web are completely different . Instead of buying or begging your way in , Scott says anybody can earn attention by " publishing their way in " using the tools of social media such as , blogs , podcasts , online news releases , online video , viral marketing , and online media . He believes that , with few exceptions , marketers gain the best return on their investment in content creation when they choose " ungated " publication .

Writing for Forbes , Nick Morgan notes that " David is one of those select few people who saw and understood the social media phenomenon as it began ... "

= = = Speaking engagements = = =

Scott gives over fifty keynote speeches a year all over the world .

= = = Books = = =

Scott is the author of ten books , most notably The New Rules of Marketing and PR : How to Use Social Media , Online Video , Mobile Applications , Blogs , News Releases , and Viral Marketing to Reach Buyers Directly . The fifth edition was published in October 2015 and adds a chapter on aligning sales with this type of marketing and information on the use of Periscope , Meerkat , and Snapchat . It is published in more than 25 languages with more than 350 @, @ 000 copies sold . Writing for The New York Times Magazine , Virginia Heffernan recommended the book " For practical P.R. in the age of Twitter , ... " In an interview on Marketing Update , Scott stated that besides the fast pace of change in marketing , another motivation for the new edition was that the book had been incorporated into the curriculum of many universities . As a result , he plans to publish a new edition in summer every other year . The second edition won praise in The New York Times and Computerworld reviews . The first edition was featured in the BusinessWeek Best Seller List . Related to the book , Scott developed a one @-@ day seminar called New Rules of Marketing , which he teaches to corporate groups around the world .

Other books include Newsjacking : How to inject your ideas into a breaking news story and generate tons of media coverage , (2011 , eMobi , ePub) , Real @-@ Time Marketing and PR : How to Instantly Engage Your Market , Connect With Your Customers , and Create Products that Grow Your Business Now (2010) , Marketing Lessons from the Grateful Dead : What Every Business Can Learn from the Most Iconic Band in History (2010) , Marketing the Moon : The Selling of the Apollo Lunar Program (2014) . and The New Rules of Sales and Service : How to Use Agile Selling , Real @-@ Time Customer Engagement , Big Data , Content , and Storytelling to Grow Your Business

Writing about Newsjacking for Forbes Magazine , Nick Morgan notes that Scott and his publisher , Wiley , " point the way forward " by publishing this book only in electronic formats . He summarizes the idea of newsjacking as the timely creation of material for " the second paragraph " of a news story for journalists to incorporate . The first paragraph is for the basic facts : who @-@ what @-@ why @-@ where @-@ when . The second paragraph is about the implications of the story . Unlike hijacking , newsjacking is not a pejorative term . Kristi Hedges , also writing for Forbes , observes that Scott ' answers [the question] " Should I be on Twitter ? " once and for all ' , citing its instantaneous nature and widespread use by journalists . Writing for Fast Company , Wendy Marx cautions those who might be tempted to take the idea too far , " Don 't ... spam reporters ... That will only backfire " .

Real @-@ Time Marketing and PR draws on Scott 's earlier career as an up @-@ to @-@ the @-@ second Wall Street trader , this book highlights how the timely creation of heart felt content can be more important than long leadtime polished pieces . Examples include the Dave Carroll United Breaks Guitars phenomenon . Writing in BtoB Magazine , Christopher Hosford quotes Scott as saying , " The idea of real @-@ time communication ... is the most interesting thing going on in b2b marketing right now " .

Marketing Lessons from the Grateful Dead was coauthored with Brian Halligan , CEO of HubSpot . Scott Kirsner , reviewing the book in the Boston Globe , mentions that the authors say they were inspired in part by an article in the Atlantic by Joshua Green .

Reviewing Marketing the Moon for The Boston Globe , Carolyn Y. Johnson writes that the book documents NASA 's success in placing the Apollo mission at front @-@ of @-@ mind of ordinary people and The Wall Street Journal found the " decadelong surge of public interest in all things lunar " remarkable . Reviewing the book for The New Yorker magazine , Joshua Rothman contrasts the usual " derring @-@ do " presentation of the Apollo program by observing : " Scott and Jurek see it as ... an attempt to convince America , and the world , of its own competence , intelligence , and courage . " In an essay based on the coverage of astronaut celebrity in their book , Scott and Jurek link it to that of aviation predecessors such as Charles Lindbergh . A particularly important facet of the Apollo mission was live television broadcast of the landing . Scott calls this " one of the best

decisions ever made . " The book 's foreword is by Captain Eugene Cernan , the twelfth and (so far) last man to walk on the moon .

Dan Schawbel interviewed the author about The New Rules of Sales and Service for Forbes magazine . Scott published a free summary of the main points of the book on SlideShare .

In addition Scott has published :

World Wide Rave (2009) .

To promote this book Scott created several videos including one evocative of the joyous Matt Harding Where is Matt ? series and a series of three in the workplace mockumentary style of both Ricky Gervais 's The Office and the Art of the Sale videos . Comedian Tim Washer plays in two of these series : as victim in the Art of the Sale , but switching roles to oppressor in Riding the Rave .

Tuned In (2008)

Cashing In With Content (2005)

EyeBall Wars : A Novel of Dot @-@ com Intrigue (2001)

Scott also wrote the foreword sections in The New Rules of Social Media , a series of books that he edits for John Wiley & Sons . The first six books in the series are :

Inbound Marketing : Get Found Using Google , Social Media , and Blogs by Brian Halligan and Dharmesh Shah

Get Seen : Online Video Secrets to Building Your Business by Steve Garfield

Social Media Metrics : How to Measure and Optimize Your Marketing Investment by Jim Sterne

Beyond Viral : How to Promote and Sustain Your Brand with Online Video by Kevin Nalty

Content Rules : How to Create Killer Blogs , Podcasts , Videos , Ebooks , Webinars (and More) That Engage Customers and Ignite Your Business by Ann Handley and C.C. Chapman

Go Mobile : Location @-@ Based Marketing , Apps , Mobile Optimized Ad Campaigns , 2D Codes and Other Mobile Strategies to Grow Your Business by Jeanne Hopkins and Jamie Turner

= = = Film = = =

In 2015 , Robert Stone announced that a documentary film entitled The Men Who Sold the Moon , based in part on Scott 's book Marketing the Moon , is in production .

= = = Online publications and social media = = =

Scott also generates content on @-@ line :

Several E @-@ books

A blog , Web Ink Now , which was ranked in the now defunct AdAge Power 150 as one of the top marketing blogs

Articles in Huffington Post

He is very active on selected social media sites : Facebook , Twitter , and Google Plus . For example , on July 6 , 2011 Twitter hosted an online town hall at the White House where President Obama answered selected questions from members of Twitter . Scott 's question was the second one of only twenty selected from over 119 @,@ 000 tweets .

= = = Corporate governance = = =

Scott serves on the board of advisors of HubSpot , VisibleGains , Newstex , Nashaquisset , the Massachusetts Air and Space Museum , and Grateful Dead Archive at UC Santa Cruz . He was formerly on the board of directors of Kadient (now merged with Sant) and NewsWatch (acquired by Yahoo ! Japan) .

= = Personal life = =

Scott is married to Yukari Watanabe Scott . They have one daughter . Scott 's hobbies include collecting space artifacts , attending rock concerts , and surfing .

