

The New Rules of PR 2007 Edition

Contributed by
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David Meerman Scott has come out with an updated version of his popular "The New Rules of PR" E-book on writing and using press releases for book marketing and any type of marketing. You can get it here...

The New Rules of PR - Press Releases and Book Marketing

David Meerman Scott knows his stuff when it comes to effectively using press releases as a PR medium for authors and business people. Here's his updated 2007 version of his popular E-book, "The New Rules of PR"

Be sure to download this and read it cover to cover. You're sure to benefit.

This E-book requires Adobe Acrobat Reader.

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