REAL-TIME MARKETING & PR How to Instantly Engage Your Market, Connect with Customers and Create Products that Grow Your Business Now By David Meerman Scott

Release Date: Wednesday, November 3, 2010 10:25 am EDT

Terms:

Dateline City: HOBOKEN, N.J

"With his acute ear for the cash register and his journalist's sense of urgency, no one understands the value of time better than David Meerman Scott. He teaches marketers and C-level execs how to use time and urgency to gain huge competitive advantage. Read Real-Time Marketing and PR. Make money while your competitors sleep."

—Brian Fetherstonhaugh, Chairman and CEO, OgilvyOne Worldwide

HOBOKEN, N.J.--(BUSINESS WIRE)--The time is now. Right now. It is the time when people are reading the news, searching the web or their mobile applications, posting blogs and videos and tweeting hashtags and when media outlets are writing and submitting their articles and reviews regarding companies, organizations and individuals. Now is also the time to recognize and reach those consumers and media.

REAL-TIME MARKETING & PR: How to Instantly Engage Your Market, Connect with Customers and Create Products that Grow Your Business (WILEY; Hardcover; November 2010; $24.95; ISBN: 978-0-470-64595-6), by David Meerman Scott, the author of the BusinessWeek bestseller The New Rules of Marketing and PR, explores how the media environment has changed the ways businesses of all kinds, including companies, nonprofits, government agencies, and even rock bands, interact with consumers and the media and how they can gain a clear path to navigate and succeed in the changed business landscape.

Businesses, brands and individuals no longer have the luxury of relying solely on planned marketing and PR strategies. Though those aspects are an integral part of every business, they cannot ignore all of the new ways consumers and media are being influenced.

Consumers do not have to wait to get their morning paper or watch the evening news to receive information about a business and they do not need to wait on hold with customer service lines or fill out detailed forms in order to report a fault in a company's service or its products. In today's quick response world of text messaging, e-mail, twitter and Facebook consumers are receiving immediate information or responses from their friends, family members and colleagues and expect to get just as quick of a response from the companies and brands they are loyal to.

In addition, media outlets do not have to wait for a press release or official statement to address an issue regarding a company, organization or individual. The media can use the response from consumers, special interest groups or even a lack of a response to build a story around this issue.

In light of this, all kinds of organizations will have to adapt to a new way of reaching their audiences and in developing, or refining, their products, services or messages. REAL-TIME MARKETING & PR gives readers proven, practical advice on how everyone with a business, product, idea or movement can take steps to make this adaption into the real-time era.

The book delves into ways to both proactively and reactively utilize real-time strategies in order to effectively reach or respond to customer or media demands, complaints or ideas and how to incorporate them into business strategies.

Scott provides multiple real-life examples of companies, both large and small, groups and individuals that have utilized real-time marketing and PR in successful campaigns and also of those whose reputations have been altered because of their lack of understanding of these techniques.

With all of the new technologies available allowing everyone to search for, read about and discuss brands to purchase,
services to use and places to eat, shop, stay, play, etc., there is no excuse for a company not to utilize those tools. **REAL-TIME MARKETING & PR** explains that the key to a business or brand getting one step ahead of its competitors is to reach consumers faster through the mediums they are consuming on a daily basis, at their convenience. The book also explains techniques on how to stay on top of these mediums and how to use them to a company's advantage.

In addition to the example techniques everyone can execute immediately, **REAL-TIME MARKETING & PR** enables readers to:

- Develop a business culture that encourages speed over sloth
- Read buying signals as people interact with online information
- Crowdsources product development, naming, and even marketing materials such as online videos
- Engage reporters to shape stories as they are being written
- Command premium prices by delivering products at speed
- Deploy technology to listen in on millions of online discussions and instantly engage with customers and buyers

**REAL-TIME MARKETING & PR** opens readers’ eyes to the fact that the businesses that are the first to act in real-time are the businesses that are receiving positive results, and growing in real-time.

**About the Author:**

**David Meerman Scott** (Lexington, MA) is a marketing strategist, keynote speaker, seminar leader, and bestselling Wiley author.

His book “The New Rules of Marketing & PR” opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the *BusinessWeek* bestseller list and published in more than 25 languages from Bulgarian to Vietnamese, "New Rules" is now a modern business classic. Scott's popular blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers.

He is also the co-author (with Brian Halligan) of the hit book *Marketing Lessons from the Grateful Dead: What Every Business Can Learn from the Most Iconic Band in History* and wrote three other books including *World Wide Rave*.

He is a recovering VP of marketing for two publicly traded technology companies and was also Asia marketing director for Knight-Ridder, at the time one of the world’s largest newspaper and electronic information companies. Scott has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries.

His Web Ink Now blog is ranked by “AdAge Power 150” as a top worldwide marketing blog.

If you are interested in an interview with Scott, or if you would like any additional information, please contact Melissa Torra, Publicist – WILEY mtorra@wiley.com – 201-748-6834

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WILEY; Hardcover; November 2010; $24.95
ISBN: 978-0-470-64595-6

For more information about Wiley’s books, please visit our Press Room [www.wiley.com/go/press](http://www.wiley.com/go/press)

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**Language:** English

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**Ticker Slug:**

*Ticker:* JWA
*Exchange:* NYSE

**Source URL:** https://newsroom.wiley.com/press-release/real-time-marketing-pr-how-instantly-engage-your-market-connect-customers-and-create-p