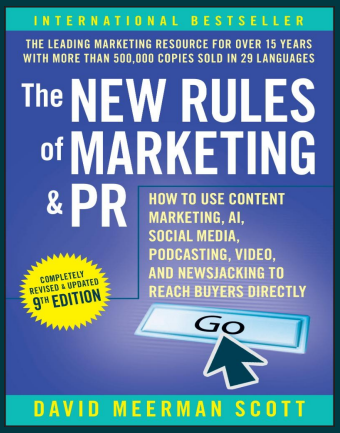
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By David Meerman Scott

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Description

This updated edition explains how modern marketing leverages content, social media, AI, video, podcasts, and real-time engagement. It provides actionable strategies for reaching buyers directly without relying on traditional advertising. Essential reading for marketing and communication professionals.

About the Author

David Meerman Scott

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

Table of Contents

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