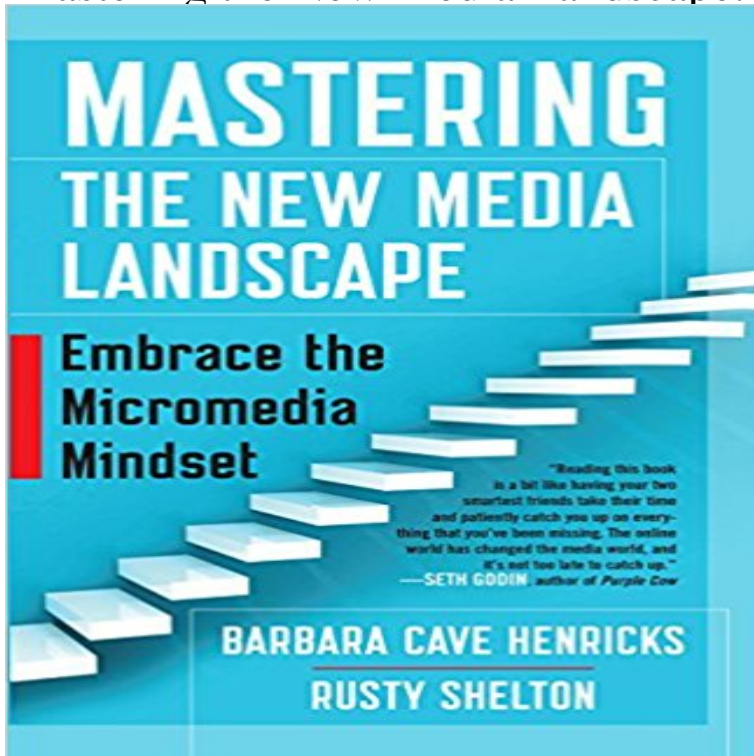


Mastering the New Media Landscape: Embrace the Micromedia Mindset



The New Way to Get Noticed The giant brands that once dominated the media landscape Oprah, the New York Times, NPR, CNN have seen their monopoly on public attention smashed by the Internet and now find themselves competing with individuals and brands in a sea of micromedia: websites, social media, blogs, podcasts, and more. Ace publicists and marketers Barbara Cave Henricks and Rusty Shelton show that to navigate through this modern terrain, you need to think more like a media executive than a marketer. The key lies in mastering three crucial categories of media earned, owned, and rented and knowing how to integrate each for maximum success. By using this proven strategy, you can create a positive feedback loop that will generate massive momentum and grow a large, loyal audience for your message.

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