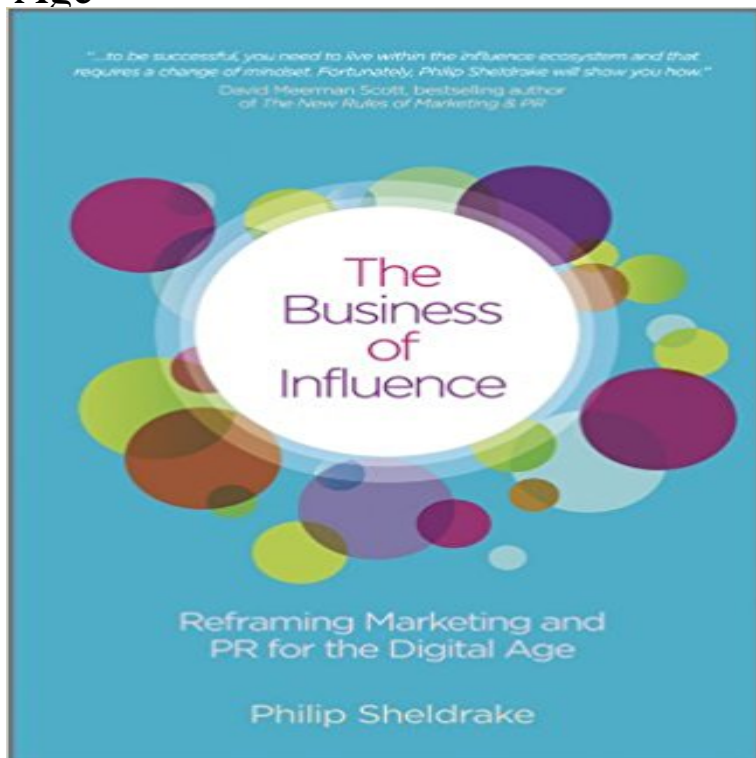


The Business of Influence: Reframing Marketing and PR for the Digital Age



Media has most definitely evolved, as have the ways in which we contemplate, design, communicate and execute strategy. And rather than technological evolution, we are plainly in the midst of a technological revolution. We have no choice then but to reframe marketing and PR in the context of 21st Century technology, 21st Century media and disintermediation, and 21st Century articulation of and appreciation for business strategy. Today, every organization is in the influence business. We influence customers to buy from us, employees to work for us, and the media to write about us. Gone are the days when you could be your own island. Now, to be successful, you need to live within the influence ecosystem and that requires a change of mindset. Fortunately, Philip Sheldrake will show you how. David Meerman Scott, bestselling author of *The New Rules of Marketing & PR* and the new hit *Real-Time Marketing & PR*

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