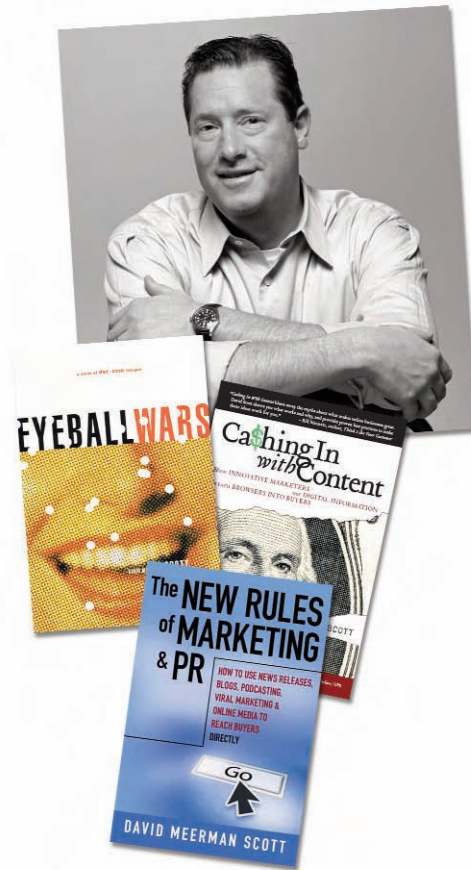


## About the author



David Meerman Scott is an online thought leadership and viral marketing strategist. The programs he has developed have won numerous awards and are responsible for selling over \$1 billion in products and services worldwide.

Scott has developed word-of-mouth strategies that for just a few hundred bucks earned him spots in the [MarketingSherpa Viral Marketing Hall of Fame](#) twice: in 2006 and again in 2007.

He is the author of the number-one best-selling *PR and marketing* book *The New Rules of Marketing and PR: How to use news releases, blogs, viral marketing and online media to reach buyers directly*. He has lived and worked in New York, Tokyo, Boston, and Hong Kong and has presented at industry conferences and events in over twenty countries on four continents.

[David Meerman Scott on Wikipedia](#)

To book David to speak at your next event or to run a seminar for your company, please contact him at [www.davidmeermanscott.com](http://www.davidmeermanscott.com)

Check out his popular blog at [www.WebInkNow.com](http://www.WebInkNow.com)