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David Meerman Scott is a marketing strategist, entrepreneur, keynote speaker, seminar leader, and 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*, and the new hit book *World Wide Rave*. Check out his blog at www.WebInkNow.com or download his free ebook *The New Rules of Viral Marketing*: at http://www.davidmeermanscott.com/documents/Viral_Marketing.pdf Paul Gillin is a writer, speaker and online marketing consultant. He specializes in social media and the

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