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March 13th 2009: Navigating the New Media Jungle with David Copithorne and Cision's Jay Krall

It's a jungle out there! Learn how to navigate the media jungle with top leaders in data research, monitoring, measuring, and sorting. Get out your notepads! Info you can use! Join guests: David Copithorne, Founder of Aquarius Advisers, the PR firm for our show's sponsor, Cision. Copithorne became global CEO of Porter Novelli Int'l., after it acquired his company, Copithorne & Bellows PR. C&B was the fastest-growing high-tech marketing company during the tech boom. C&B grew from a two-person Silicon Valley consultancy to a global firm with more than 300 people in 12 offices around the world

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