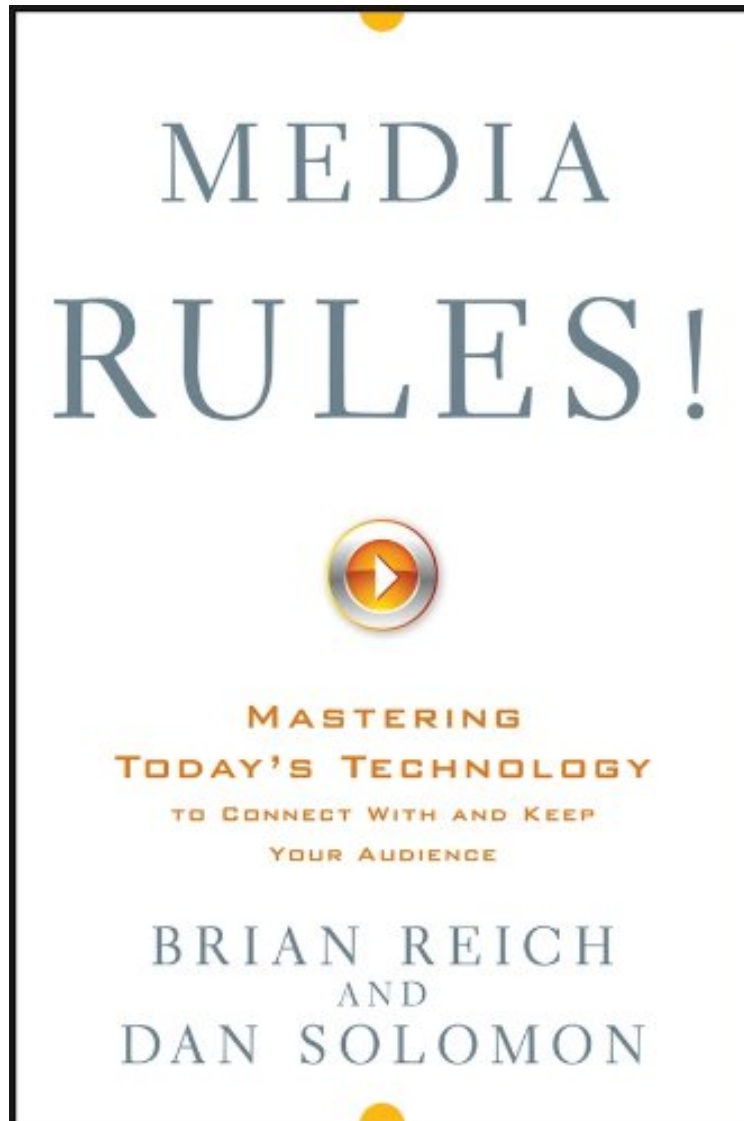


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Media Rules!: Mastering Today's Technology to Connect With and Keep Your Audience

Brian Reich, Dan Solomon

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3 of 3 people found the following review helpful. Excellent! Marshall McLuhan would be proud!By Peter CherukuriDan Solomon and Brian Reich push the reader to revisit the term "media" when evaluating communication strategies. According to the authors, media is no longer just what we simply read, watch or click but should be

considered as almost anything that touches our lives and not be limited to some format. There's a potential danger of making the definition of media so broad and all encompassing that the term becomes useless. But Solomon and Reich use this broad definition to make us appreciate fundamental shifts that are happening in how we communicate as a society. Framing insights from business and thought leaders from the past and on the front lines into actionable, memorable categories, the reader is given a potential path to organize the cacophony of communication technologies and punditry. The authors do not pretend that the path to mass communication enlightenment is through their book but they effectively point you in the right direction. 2 of 2 people found the following review helpful. This is a stand-up with excitement look at the future. By BCzarMedia Rules should be purchased by every marketing and sales person in an organization who who wants to progress and star in a tough economy. It should e read by every CEO, CFO and CIO who wants to lead their organization deeper into this century. It should be read by every kid just graduating college who wants to get a good job by harnessing the tools they already use. It's out there folks, you just need to understand the new terrain that controls our environment. Great insights from the authors along with terrific anecdotal evidence that will make you stand up and want to get to the office. One word of warning - don't read it before trying to go to sleep - the topics are way too stimulating. 0 of 0 people found the following review helpful. The best assigned text for class EVER! By Buffie N. Rogers We were assigned this read for an arts marketing class, and I can say it is the best text all year. Grounded, informed, and makes for great discussion in class.

Authors Brian Reich and Dan Solomon have seen how changes in both technology and society can affect the communications and operations of an organization. Now, with *Media Rules!*, they provide you with a framework for understanding this dynamic world. It doesn't matter whether you're in the business of disseminating information or producing products, this book will prepare you to distinguish yourself from the competition by creating new models to better serve your audience and harnessing the full potential that technology provides.

From the Inside Flap When it comes to communicating with an ever-evolving audience, today's organization has more than enough tools to get the job done—blogs, podcasts, social networks, search advertising, and much more. Yet the combination of rapid technological innovation and continuous social shifts have left many organizations—;from the largest corporation to the smallest nonprofit—;struggling to stay focused and execute their ideas. Throughout their professional careers, authors Brian Reich and Dan Solomon have seen how changes in both technology and society can affect the communications and operations of an organization. Now, with *Media Rules!*, they provide you with a framework for understanding this dynamic world and overcoming its many challenges. Written in an engaging and accessible style, this reliable resource skillfully discusses what it takes for today's business leader and entrepreneur to survive and thrive in the new communications universe. With this book as your guide, you'll quickly learn how to view everything you do as an organization through three broad lenses: everything is fragmented and blurred, small things can gain great attention, and we are all connected. Along the way, you'll also discover how to distinguish yourself from the competition by finding new ways to operate, creating new models to better serve your audience, and harnessing the full potential that technology provides. It doesn't matter whether you're in the business of disseminating information, developing experiences, or producing products, this book will prepare you to: Lead your organization and respond to today's challenges with a strategy that ensures success Leverage the new tools needed to navigate your organization during periods of transition Properly position your organization to tap into new markets And much more Every theory, thought, and idea outlined in this book mirrors what authors Brian Reich and Dan Solomon do for their clients—and the organizations they lead—;every day. Filled with in-depth insights, expert advice, and more than thirty-five interviews of business innovators familiar with the many facets of this field, *Media Rules!* offers a rare look at how you can effectively develop successful media-centric strategies and reveals real ways to implement them in your everyday business endeavors. From the Back Cover Praise for *Media Rules!* "Brian Reich and Dan Solomon have ground the lens that so many of us have been waiting for: a way to view and profit from the infusion of new communication media into our personal and professional lives. Comprehensive, yet eminently readable, I came away from reading *Media Rules!* feeling as though the fog on a highway had just lifted and I could resume driving at top speed." —Martin Kace, founder and President, EMPAX, and former CEO of Joe Boxer and Phat Fashions/Phat Farm "The means of mass communication have always been owned by or controlled by governments or corporations. But that's not true anymore. Now, there is a new reality created by a horrible...beautiful accident. The smashup occurred at the intersection of digital technology and the Internet, and at the moment of impact, the means of mass communication fell out of the hands of the media elite and fell into the hands of, potentially, every person on the planet. Now, people can tell their own stories. This book helps you understand how." —Stephen Cassidy, Chief, Internet, Television, Radio and Image, UNICEF "Everyone who consumes, creates, and cares about the messages that infuse our lives should read *Media Rules!* Reich and Solomon put the 'me' in media, and the 'media' in immediate. This stuff matters to us all, and it matters now. Read these Rules, and the authors will inspire you to join the conversation, syndicate your own knowledge, and work with a set of rules we all are shaping, every day." —Tucker Eskew, Founding Partner, ViaNovo, and former deputy assistant to the president and director of the

White House Office of Global Communications
About the Author
Brian Reich is Director of New Media for Cone, Inc., a brand strategy and communications agency that creates stakeholder loyalty and long-term relationships through cause branding and corporate responsibility, marketing, public relations, and issues and crisis management initiatives. He has spent much of his life working with political organizations, helping to direct dozens of campaigns across the country. Dan Solomon is CEO of Virilion, a full-service interactive agency with offices in Austin, Boston, Chicago, Washington, DC, and Los Angeles. The firm's work on behalf of clients has been recognized with awards from PR Week, PR News, the Public Affairs Council, the Ad Club of Greater Washington, and the South by Southwest Festival, among others. Prior to joining Virilion, Solomon was publisher for nationaljournal.com.