



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

*Brian Reich, Dan Solomon*

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**Media Rules!: Mastering Today's Technology to Connect With and Keep Your Audience** Brian Reich, Dan Solomon

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.

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