Media has most definitely evolved, as have the ways in which we contemplate, design, communicate and execute strategy. And rather than technological evolution, we’re plainly in the midst of a technological revolution.

We have no choice then but to reframe marketing and PR in the context of 21st Century technology, 21st Century media and disintermediation, and 21st Century articulation of and appreciation for business strategy.

“Today, every organization is in the influence business. We influence customers to buy from us, employees to work for us, and the media to write about us. Gone are the days when you could be your own island. Now, to be successful, you need to live within the influence ecosystem and that requires a change of mindset. Fortunately, Philip Sheldrake will show you how.”

David Meerman Scott, bestselling author of The New Rules of Marketing & PR and the new hit Real-Time Marketing & PR

ABOUT THE AUTHOR

Philip Sheldrake is a Chartered Engineer, a Co-Founding Partner of Meanwhile, the venture marketers, a Main Board Director of Intellect, the UK trade association for the technology industry, and Board Director of 6UK, a government backed non-profit to promote adoption of the new Internet protocol in the UK.
He co-founded an award-winning PR consultancy at the end of the 90s, selling it to W2 Group, a Massachusetts based marketing services group, to become the European HQ of W2’s PR company, Racepoint.

Philip authored *The Social Web Analytics eBook 2008*, and the digital marketing chapter of *The Marketing Century*, a book celebrating the centenary of the Chartered Institute of Marketing. He chairs the Chartered Institute of Public Relations group on measurement and evaluation, presents CIPR TV, and designs and chairs Internetome, the Internet of Things Conference.

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