

"New Rules" Final Presentation Topics (Paperback Book)

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| 1. The New Rules of Social Media
(Chapters 1, 2, 3, 4)

<i>Group:</i> | 5. Going Viral/Thought Leadership
(Chapters 8, 11)

<i>Group:</i> |
| 2. Blogs, Forums & Wikis
(Chapters 5, 12, 15)

<i>Group:</i> | 6. Content Rich Websites
(Chapter 9, 12, 13)

<i>Group:</i> |
| 3. News Releases/Media Relations
(Chapters 7, 17, 18, 19)

<i>Group:</i> | 7. Social Networking Sites
(Chapter 14)

<i>Group:</i> |
| 4. Podcasting & Video
(Chapters 6, 16)

<i>Group:</i> | 8. Search Engine Marketing
(Chapter 20)

<i>Group:</i> |