



New Rules, New Relevance, New Results

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In this guest post by [Linda Johannesson](#), we look at how Robert Half International has incorporated the New Rules of Marketing and PR.

[Robert Half International \(RHI\)](#) is winning at the Recruiting game by playing by some new rules. I recently had an inspiring conversation with RHI's [Alan Chapman](#), Director of Marketing & PR, Asia Pacific to learn how the influence of one book, **The New Rules of Marketing and PR** played a role in steering their present marketing strategies.

RHI is the world's largest specialised recruitment firm in accounting, finance and banking. Alan has been with the business for 6.5 years, but it was about 18 months ago when he read David Meerman Scott's The New Rules. He shared this book with the RHI APAC Marketing & PR team and its concepts instigated some new thinking at RHI. Alan shares,

The most compelling aspect about David's New Rules principles is that you can implement many of them quickly and easily into your organisation. After reading the book, my team and I were reporting positive results within weeks, particularly in optimising press releases for our direct audiences (buyer personas). We introduced several new



ABOUT DAVID

David Meerman Scott is a marketing strategist, keynote speaker and best selling author. David has presented at industry conferences in over 30 countries around the globe.

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David's new book 'World Wide Rave' is already a #1 Amazon bestseller. David's previous book *The New Rules of Marketing & PR* was an award winning **BusinessWeek** bestseller.



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