## Recommended Reading List

Networking Like a Pro: Turning Contacts into Connections; Brian Hilliard

The 29% Solution: 52 Weekly Networking Success Strategies; Michelle R. Donovan

The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly; David Meerman Scott

Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR by Brian Solis and Deirdre Breakenridge

The Social Media Bible: Tactics, Tools, and Strategies for Business Success by Lon Safko