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EMPOWERMENT



Business Rules with Peter Feinstein Archives Available

**June 6th 2018: The 3 New Rules for Establishing
Instant Media Credibility**

Recently there was an infographic that compared the number and types of media outlets today with 5 years, 10 years and 20 years ago; the advertising landscape today is daunting! If you're thinking of advertising, you're faced with more media and more choices than ever before. And most options range from the ridiculous to the absurd. It's harder than ever just to make an impression; now imagine how hard it might be to establish your brand's credibility! You might think it almost impossible to break through the clutter... but you'll be happily surprised to know that in this overly complex world

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Featured Guest



Rick Smith

Rick has 38 years and running of experience in the news and media business... if you're into numbers that's about 80,000 hours of experience – literally 8-times the number of hours to be considered an expert... Rick path to CEO of News USA has some great touch points to it

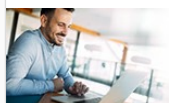
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