

**MEDIA RULES!: MASTERING TODAY'S TECHNOLOGY TO  
CONNECT WITH AND KEEP YOUR AUDIENCE**

**Ewa Francis Viglione**

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Mastering Today's Technology to Connect With and Keep Your Audience Brian Reich, Dan Solomon. Media Rules! MASTERING TODAY'S TECHNOLOGY TO.

we must ask the audience whether their lives have been improved and whether they are seeing progress. Reich is the author of Media Rules!: Mastering Today's Technology to Connect With and Keep Your Audience (Wiley, ), and .

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Reich is senior vice president - global editor for Edelman Digital. Books by Brian Reich.