

It's a Give and Ask Business World

I have written a few blogs from David Meerman Scott's [books](#) and [blogs](#) because they relate so much to the social media world we are in today. Scott's work is all about creating a worldwide rave around what you offer, by putting valuable content out on the web that will build credibility and create value for others. He also discusses using current events to leverage more interest and exposure around what you offer the world.