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Scott Public Relations Announces White Paper on “The Seven Steps to Thought Leadership in 2010 - and Beyond”

Publication Incorporates Web 2.0 and Social Media Strategies for Healthcare, Insurance and Technology Public Relations

Los Angeles (June 2, 2010) - [Scott Public Relations](http://www.scottpublicrelations.com), specialists in healthcare, insurance and technology PR, announced today the publication of “The Seven Steps to Thought Leadership in 2010 - and Beyond,” which is available on their website at www.scottpublicrelations.com. In it, Joy Scott, CEO of Scott Public Relations, outlines SPR’s proven approach to becoming a recognized leader in your field, now that the Internet is the primary source of information and influence.

“Social media and Web 2.0 represent new ways to engage and build relationships with your customers and stakeholders.” said Scott. “Consequently, the traditional approach to building thought leadership has changed.”

While thought leadership is not a new concept, companies tend to overlook the new opportunities brought about by today’s digital world. SPR’s unique approach combines traditional and new media tactics, and is a strategy the agency has tested and proven successful with their own clients.

A study from The Society for New Communications Research (SNCR) titled, “The New Symbiosis of Professional Networks,” showed that decision-makers utilize social media to influence their decision-making. The study found 73 percent of decision-makers said they visit a company’s website and 40 percent said they look up the company on a social network site to be fully informed.

Visit the website to download a [complimentary copy](#) of “The Seven Steps to Thought Leadership in 2010 - and Beyond” White Paper.

About Scott Public Relations

Scott Public Relations, based in Los Angeles, California, has served companies in healthcare, insurance and technology across the U.S. and abroad, with a full range of public relations

services for 22 years. The company's approach to public relations is characterized by account teams of senior level practitioners with in-depth experience in communications and the clients' industries. Through its Council of Experts, SPR brings senior level specialists to meet clients' needs in complementary areas such as advertising, graphics, brand development and management, website development, market research, market planning, and international marketing. With these resources, the agency can develop and execute a comprehensive, integrated marketing program. Scott Public Relations is also a member of Public Relations Boutiques International™ (PRBI), an international network of boutique public relations firms. For more information, visit www.scottpublicrelations.com.