

The background of the cover is a light gray color, densely populated with small, semi-transparent icons. These icons include various human figures (men and women in business attire), social media symbols like thumbs-up, speech bubbles, and a bird (Twitter), and technology-related symbols like a smartphone and a Wi-Fi signal. A large, bright yellow circle is centered on the page, serving as a backdrop for the main title text.

# THE **NEW RULES** OF **LEAD** **GENERATION**

PROVEN STRATEGIES TO  
MAXIMIZE MARKETING ROI

**DAVID T. SCOTT**