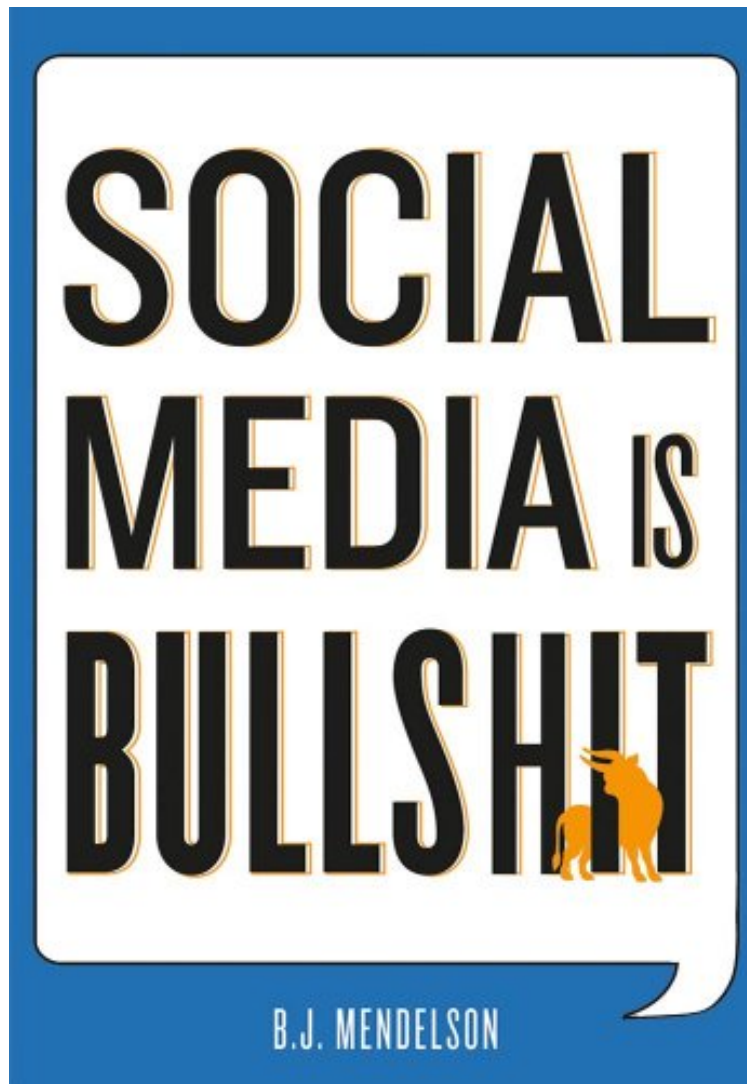


(Ebook free) Social Media Is Bullshit

Social Media Is Bullshit

B. J. Mendelson

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B. J. Mendelson : Social Media Is Bullshit before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Is Bullshit:

4 of 4 people found the following review helpful. The Emperor has No Clothes -- Finally Some one said it.By Kindle CustomerFinally, someone says it Social Media is Bull*** ... Terrific Read! Mendelson brings his own experience and recounts results or the lack of them in others' attempts to rule the internet.He's funny, informative and has packed the book with good advice.Should come with a highlighter! After I read it the first time I went back to all the corners I'd folded down for reference and highlighted, marked, made notes.Really, if you're on the net, or want more attention for your business, and don't know where to turn, you ought to read this.My opinion of Facebook and LinkedIn is no secret. I hold Twitter in much higher regard. And I opine that we should use Google+ for the SEO value if nothing

else. I work in SEO, social search, mentor people on their brands and their internet presence. I'm as sick of the hype that goes along with that world as the author - he just said it more astutely..... And used a few more words :) 2 of 2 people found the following review helpful. Sage advice on a perplexing issue. By John Urban About a year ago I started to research the internet for my next project. As I began to look into the online marketing phenomenon, I was absolutely amazed at how many "marketing experts" there are "out there". Not only are there an unlimited pool of "online marketing" experts, but also "SEO experts", "Social Media experts", "copywriting experts". Holy Guacamole, everyone is an expert or an "authority" (another buzz word). Kind of reminded me of some multi-level marketing scheme where you have a bazillion distributors and no customers. How, I thought, could EVERYONE be an expert? After reading BJ's book my feelings that EVERYONE couldn't be an "expert" were validated. About the only thing these folks are "expert" at is separating you from your money. And wait until you check out how much these folks charge for their services. BJ's book is one that should be read by anyone who is even contemplating using the Internet for more than surfing and email. His writing style is easy to read and humorous, even when discussing very serious topics (like separating you from your money). Much of what he says confirms what I've discovered on my own over the last six to nine months. So his title is a bit over the top but it got my attention and should get yours if you are perplexed, as I was, about the whole Social Media issue. 1 of 1 people found the following review helpful. Fast read. Compelling. By Davis Liu Book jacket cover says it all " this practical and insightful guide, journalist and social critic B. J. Mendelson skillfully debunks the myths of social media." In four sections, Social Media is Bulls***, Meet the People Behind the Bulls***, How To Sell Bulls*** Without Really Trying, and How to Really Make It On the Web, Mendelson essentially notes that social media is another platform used by corporations and brands to continue their marketing and further their goals and agendas. Individuals who make it big usually have an element of serendipity and luck. They aren't brought to the consciousness of the public at large simply because of a grassroots groundswell of popularity, but because those who were influential showed interest. Mendelson provides examples and also speaks from personal experience. He doesn't say that it's impossible for an individual or small business to make it on the web, but rather the ease of doing so is not what we've been led to believe. Well-written, thoughtful, and candid, this book is an important counterpoint to those who feel that social media is the next big thing. A point of view it turns out that isn't heard enough. A very interesting companion to this book would be By Martin Lindstrom: Brandwashed: Tricks Companies Use to Manipulate Our Minds and Persuade Us to Buy.

A provocative look at social media that dispels the hype and tells you all you need to know about using the Web to expand your business. If you listen to pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming. When it comes to business, they declare that it's revolutionizing advertising, PR, customer relations—everything. And they all agree: it is here to stay. In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. He illustrates how the notion of "social media" first came to prominence, why it has become such a powerful presence in the marketing field, and who stands to benefit each time it's touted in the press. He shows you why all the Facebook friends and Twitter followers in the world mean nothing to you and your business without old-fashioned, real-world connections. He examines popular tales of social media "success," and reveals some unsettling truths behind the surface. And he tells you how to best harness the potential of the Internet—without spending a fortune in the process. Social media is bullshit. This book gives the knowledge and tools you really need to connect with customers and grow your brand.