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Al Maag

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**Al Maag : Social Media Isn't Social: Rediscovering the lost art of face-to-face communication** before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Media Isn't Social: Rediscovering the lost art of face-to-face communication:

0 of 0 people found the following review helpful. Great book. Must read if you never see your kid without their smart phone in front of their face!By KeeganI love this book. I have the paperback and sent a digital version to my son in

college. Al Maag does an excellent job of explaining how social media should be used to augment communications - he guides the reader to understand you have to strike a balance between personal interactions and social media. There are some great lessons in his book for parents and young adults alike. He explains how the lessons he learned in the school yard helped him to be successful in the boardroom - I'm afraid that today's kids that haven't had the opportunity to work things out on the playground will have a tough time navigating corporate America. You can't read this book and not come away with a good laugh, a few lessons and a little nostalgia. 0 of 0 people found the following review helpful. Love it and I do recommend UK! By Vladimir Dobrinic Social Media isn't Social is the book of public relation leader who believe in peoples with paradigmatic changes in media communication and technology. Real story about human connections, interpersonal relationships, 16-inch softball, internet dating, friends, true in a broader social context, social media platforms strategically designed for corporate marketing to working across world cultures. The book focuses on peoples and social media leadership of today globalisation as among fastest growing professions in the world. Love it and I do recommend UK! Vladimir Dobrinic 0 of 0 people found the following review helpful. Hilarious By RDeRo Hilarious and true story about the intricacies of communicating in today's world from an old Molex friend.

With humor and insight born of decades of experience, Al Maag shares what he learned during his Chicago childhood in the 1950s and 60s, a stark contrast to the current C-generation that has grown up with electronic gadgets. Social Media Isn't Social shows why online social media cannot replace face-to-face human connection, and reveals the critical real-life social skills you need to succeed today in business and in life.

'General Electric (GE) has been active in using numerous new technologies and social media platforms. Our reputation, trust, and results are built by personal interaction with our employees, vendors, and customers. Al's views are entertaining, accurate and I can see why he is successfully helping to lead the Business Marketing Association (BMA). His advice is relevant and timely.' ----Stephen J. Liguori, Executive Director, Global Innovation New Models, GE' Al Maag provides a warm, funny, and provocative look back and ahead at what 'social' really means. For business people and human observers of all ages, Al's views on the importance of personal interaction in a social media age are spot on and well worth the price of admission. Think of this as 'back to the future' from one of the great communications professionals of this era.' ----Tom Stein, Chief Executive Officer, Stein Industrial Art Services (IAS) read a social media book about the critical importance of offline communications and social interactions.' ----Sheila Kloefkorn, CEO/President of KEO Marketing and past About the Author After a unique career spanning four decades, Al Maag retired in 2013 as Chief Communications Officer for Avnet, Inc., a Fortune 500 company and one of the world's largest technology distributors. Prior to joining Avnet in 1998, he ran his own public relations and communications consultancy, served as Director of Advertising and Communications for Molex, a manufacturer in the technology industry, and worked as Director of Strategic Planning at Cahners Publishing (later named UBM).