

SOCIAL MEDIA IS BULLSHIT MENDELSON B J %0A

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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 the pundits, Internet gurus, marketing consultants, and even the mainstream media, you could think social media was the second coming.

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B.J. Mendelson's Social Media Is Bullshit is a welcome counterpoint to conventional social-media wisdom, especially for those of us who have to produce, plan or monitor social-media channels for our job. Mendelson punctures a few key social-media myths, claiming:

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More creator details: B. J. Mendelson. Contents note: An introduction: bullshit -- Our terrible, horrible, no good, very bad website -- Astonishing tales of mediocrity -- "I wrote this book for Pepsi" -- Social media is bullshit -- Social media is bullshit -- There is nothing new under the sun-- or

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- Social Media is Bullshit by B.J. Mendelson Social Media Is Bullshit puts a damper on the hype around social media by unveiling the economy behind it and addressing the commonly held misconceptions about the value of social networks for business.

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B.J. Mendelson - YouTube

B.J. Mendelson is a speaker on the myth of social media marketing and the author of the book, Social Media Is Bullshit. Social Media Is Bullshit can be found

"Social Media Is Bullshit" The Facebook and Twitter Con with Author B.J. Mendelson (Full Episode)

B.J. Mendelson takes to Media Mayhem to make the assertion that Facebook is "absolutely ineffective," and Twitter is all hype. He also reveals the dark heart of the Huffington Post, the reason

Social Media Is Bullshit, Is Bullshit ... Mostly - Social ...

On Friday, Nov. 16, on day two of the upcoming Explore Portland event, I will interview and debate B.J. Mendelson on the merits of social media. The good-natured discussion will feature me, co-author of No Bullshit Social Media and social media marketing evangelist, and Mendelson, author of the new

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Social Media Is Bullshit Presentation By B J Mendelson at Social Media Week Chicago

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