



Social Media Is Bullshit

B. J. Mendelson

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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. 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.

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