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This book demystifies what goes on behind the veil of Social Media as we know it today. From rebranding of operating systems to following the money , B.J. Mendelson

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Brandon Mendelson (born April 25, 1983) is an American comedian and author. Mendelson has advocated for breast cancer awareness. His book, Social Media Is Bullshit

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Bonus content from B.J. Mendelson's controversial and top-selling book, Social Media Is Bullshit". If you'd like to book B.J. Mendelson to speak at your next event

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Amazon book description: 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

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Sep 20, 2012 Andrew Keen interviews B.J. Mendelson, author of "Social Media is Bullshit," on his experiences using Twitter and other social media platforms as an

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B.J. Mendelson is the author of Social Media Is Bullshit (3.43 avg rating, 214 ratings, 47 reviews, published 2012), [(Social Media is Bullshit)] [by (5

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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

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B.J. Mendelson does not play well with others. I might have guessed from the title, but in chapters one, nine and throughout the book, we see a combined ability to

Social media is bullshit, is bullshit mostly

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.

Author b. j. mendelson explains why social media

In his latest book Social Media Is Bullshit, Brandon is clearly on a mission to help business see through the hype and expand their online presence.

The brandon show

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Sep 05, 2012 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

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With the advent and ubiquity of social media over the past 10 years, everyone seems to be a social media cheerleader, including myself. That s when I came across a

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In this lively, insightful guide, journalist and social critic B.J. Mendelson skillfully debunks the myths of social media. Social media is bullshit.

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B. J. Mendelson; BJ MENDELSON has contributed to The Huffington Post, Forbes, MTV's O Music Awards, and CNN. He has been quoted by Newsweek, The New York Times, The

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About.me makes it easy for you to learn about B.J. Mendelson s background B.J. Mendelson is the author of the book, Social Media Is Bullshit ; Email Me; B.J

Social media is bulls#*t: a look at b. j.

This is a guest post from Gina Joseph, social media community manager at Cision. Well, in those general terms, we certainly don t think so. But if you happen to

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Buy Social Media Is Bullshit by B.J., Mendelson (ISBN: 9781250002952) from Amazon's Book Store. Free UK delivery on eligible orders.

Book review - social media is bullshit, by b. j.

Savvy enough to know that social media is bullshit? Well, thanks to a new book whose title declares this fact, B.J. Mendelson has an interesting pedigree.

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Sep 03, 2012 The comedian B.J. Mendelson is a master of social media. Mendelson was one of the few non celebrities included on the old Twitter suggested user list and

Book review: social media is bullshit by b. j.

I just finished BJ Mendelson s book, Social Media is Bullshit, and it really made me laugh. Also, it was very true. I ve had this sneaking suspicion ever since

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