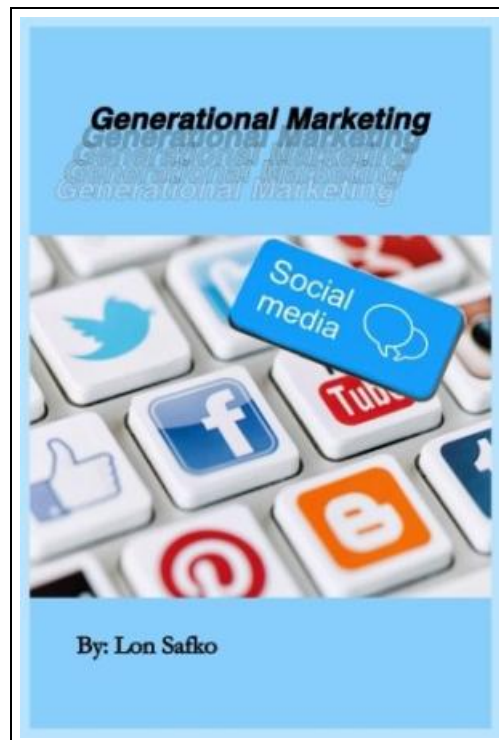


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Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The days of being excited and celebrating social media has run it course. Over the past decade plus, social media came into it s own as the leading way to communicate for sales, customers service, transactional, spam, and for personal connection. Over the past three years, social media has become less and less effective as a communication tool. Using digital tools today has become much more complicated than ever before. Just having a Facebook page, a profile on LinkedIn, or sending out a few tweets no longer cuts it. The problem is content overload. Everyone is talking and nobody is listening. I blame the problem in part on Google and the remainder on the human condition, narcissism.



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