



## Social Media Psychobabble: Stop Feeding the Beast (Paperback)

By Mr Anthony Robert Smith Chaigneau

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is NOT a How-To of tips and techniques nor is it a Social Media marketing guide - FAR FROM IT! Social Media Psychobabble exposes the amorphous world of Social Media, digging into the absurd, nonsensical psychobabble that the majority of this medium has become. It is written to reveal the mess, open dialogue and educate - It is a wake-up call to the powers that can do something to fix the problems! The book looks at the history of the the How-To genre, Social Media Tools, the Players and the massive diatribe of drivel and imbecilic, valueless marketing that now fills masses of server farms across the globe. It rips open the happy-flappy veneer of the narcissistic, over-exuberant Social Media snake-oil sales people and it exposes many for the charlatans they are, with their absurd claims of instant business success. It is by no means inclusive of all as the subject has grown to a Godzilla size problem. The book is full of examples showing how the on-line content-creation-runaway-train is polluting the (The Beast) with unmoderated, unmitigated garbage that is...

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