



# **Social Media Isn't Social: Rediscovering the lost art of face-to-face communication**

*Al Maag*

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With humor and insight born of decades of experience, Al Maag shares what he learned during his Chicago childhood in the 1950s and 60s, a stark contrast to the current C-generation that has grown up with electronic gadgets. Social Media Isn't Social shows why online social media cannot replace face-to-face human connection, and reveals the critical real-life social skills you need to succeed today in business and in life.

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