

Brain Reads

Googled
Ken Auletta

Brain Rules
John Medina

Free: the Future of a Radical Price
Chris Anderson

The Age of the Unthinkable
Joshua Cooper Ramo

Distracted
Maggie Jackson

iBrain
Gary Small

The Dumbest Generation
Mark Bauerlein

Other

Is Google Making Us Stupid?
Nicholas Carr

The Atlantic
July/August 2008

Journalist's Vaccine Article Draws Hate Mail
Michele Norris

NPR.org
October 28, 2009

(stifling free speech might just be the scariest thing of all)



 Golden Compass

It's the Fraud That'll Kill Ya'

10 Reasons you better Give a Rip about Online Ripoffs

"Just because your voice reaches halfway around the world...doesn't mean you are any wiser than when it reached only to the end of the bar."

Edward R. Murrow

Compete.com - Compare the web traffic claims of those trying to sell you. Don't *lose your shirt*. Check here first.

Backtype.com/people - Just how social are your "social media" experts? Find out.

CoolPreviews.com - Opens links (even shortened ones) in a pre-view window

Copyblogger.com - Great example of free copyrighting & Internet marketing content.

Search.Twitter.com - Unlock the real power of Twitter with Advanced Search.

Filtrbox.com - Sort of like Google News Alerts on steroids. Tracks just about everything but smoke signals.

Auto-Follow Twitter Programs - Twitter Spammers are out in force, so be careful about automatically following everyone who follows you on Twitter.

SethGodin.com - Seth says "thank you" to his readers by not monetizing his blog. Search "Really Bad PowerPoint" to get the final word on PP.



Brain Changers

The Invisible Web (Deep Web, Hidden Internet) - "Finally, there are billions of web pages that users of the popular search engines have no access to." - *The PEW Internet and American Life Project*

"site:" to search only .org, .edu, .mil (for instance). Don't get *bamboozled by misinformation*. Also use **site:** to search specific web sites or blogs.

"source:" for Cities and "location:" for States - In the "News" section of Google or Yahoo. Searching in the wrong place is a *needless waste of time*.

"inurl:favorites" who's listed your tweets as one of their favorites? Might just become a whole new parlor game.

Google - Yahoo - Bing - Ask

"customer service" **site:**franchisetimes.com

Search

Google or Yahoo News

"phone etiquette" **source:**las vegas

Search

Google

inurl:favorites site:twitter.com **PFripp**

search

The Scoop

1 - **The Good The Bad and The Ugly**
There's gold, but some of it's "fool's gold"

2 - **Who Are These Guys?**
A "Who's Who" of online rip-off artists, so you don't *encourage the bad guys!*

3 - **Why Are We Like This?**
Humans weren't designed for this nonsense

4 - **What Can be Done?**
You already know what to do

5 - **What Does the Future Hold?**
The future shocks just keep on coming

6 - **The Information Age is When Your**

Strategies and Reminders



You Can Quote Us - Whenever words belong together (names, phrases, sayings) be sure to search for them using quotation marks.

Social Networking Advanced Search - Twitter has an advanced search option. Try it. Who's Twittering 20 miles from you?

Use Google to Search Twitter searching on Twitter only gives you results from the last couple of weeks, Using "**site:twitter.com**" in Google

will give you more results going back further in time.

LinkedIn Answers and Group Discussions - Discover the benefits of membership. Answer questions and participate in the discussion. "**Answers**" can be searched.

Alerts - Create "**News Alerts**" in Google. Save Twitter searches and have them sent to you as well. This is a good way to protect your intellectual property and keep from having your *identity stolen*.

Favorites in Twitter - Tons of uses: as quick bookmarks, a way to recognize others, and a mother lode of networking referral gold.

The American Journal of Geriatric Psychiatry - Savvy searchers are smarter. *Your Brain on Google: Patterns of Cerebral Activation During Internet Searching*, Dr. Gary Small - (Feb, 2009)

"Media Multitaskers Pay Mental Price" - Stanford University study (Aug. 24, 2009) multitasking actually *undermines your ability to think*. - tinyurl.com/stanfordmultitask

Privacy Settings - Fiddle with your social networking permissions or you may "**beacon**" an unknowing target. Everyone might know *absolutely everything about you*.

Brain Food from Michael & Sheryl



Twitter Spammers – Your Friends are Innocent

tinyurl.com/TwitterCarnage2 – This nonsense can be a *real relationship killer!* Think it's just the bad guys you need to watch out for? Think again.

LinkedIn Spam - Coming Soon to An Inbox Near You

tinyurl.com/LinkedInSpam– A shocking report about the creeps who join LinkedIn groups for the express purpose of sending you spam.

Anti-Social Networking Disorder

tinyurl.com/NetworkingDisorder - Would you really go to a networking event and behave this way?! So, don't do it online. Bad manners can *ruin the neighborhood*.

The Age of the Unspeakable

tinyurl.com/UnspeakableAge - The world is changing at a record pace. Here are some fearless forecasts.

HiddenBusinessTreasures.com - HiddenSpeakerTreasures.com



Michael Benidt and Sheryl Kay are the only speakers who treat technology with the disrespect it deserves. Their goal is to spend less time online and more time goofing off. Indeed, the only cure for modern plagues like information overload, online swindles and anti-social networking is to develop your *Net Intelligence* - the new literacy of the information age.

Hidden Treasures
OF THE INTERNET
Surprising Secrets Worth Their Weight in Gold

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