



Dialogue or Monologue? New Book on Social Media Urges Us To Be Human 1.0 in a Web 2.0 World.

GILBERT, AZ NOVEMBER 2013: Conversations are an integral part of a vibrant society, but is social media chatter—‘likes,’ re-tweets, text chats, video responses, ‘check-ins’—adding more noise than knowledge?

A new book, by Gilbert-based writer, Angelo Fernando looks at how we ought to be more authentic even as we embrace the tools that turn us into non-stop communication machines. The book, *Chat Republic*, is about **“How Social Media Drives Us To Be Human 1.0 in a Web 2.0 World.”** Addressing issues such as content curation, podcasting, crowd-sourcing, ‘media snacking,’ and civic journalism, the author give us deep insights as to what all this chatter might mean for business, politics and for the rest of us.

- *Chat Republic* has also become recommended reading for Saatchi and Saatchi, Greater Asia.
- *Chat Republic* features dozens of interviews with thought-leaders at Facebook, Pitch Engine, Ogilvy, the Occupy Wall Street movement, Intel, the U.S. State Department, and many more organizations in North America, Asia, Australia and Europe.
- *Chat Republic* is now available at Changing Hands bookstore, and at the Chandler Public library.

Fernando, a former columnist for U.S.-based *Communication World* magazine, and current tech columnist for Sri-Lankan-based [LMD](#), has spent 18 years writing about the intersection of technology and society—eight years of which have been covering the growth of digital media. With an acute understanding of business, media trends and communication, he gives the reader many lenses through which he/she could make sense of emerging media.

Chat Republic puts social media into perspective with examples from history including the ‘fireside chats’ by FDR, a Greek tyrant who micro-blogged a desperate message onto the head of a slave, and the work of diplomats, street activists, pro-democracy movements and patient communities.

“Social media is this giant speech bubble that many in business are still suspicious of, for valid reasons,” says Fernando. “But absent this chatter—whether it’s a 140-character exchange with our state representative, or a comment thread on a blog—we might be less of a republic.”

ADVANCE PRAISE OF CHAT REPUBLIC

"Chat Republic takes well deserved pot shots at cliché traders and mediocrity mongers. Read it and be enlightened, reassured, and inspired."

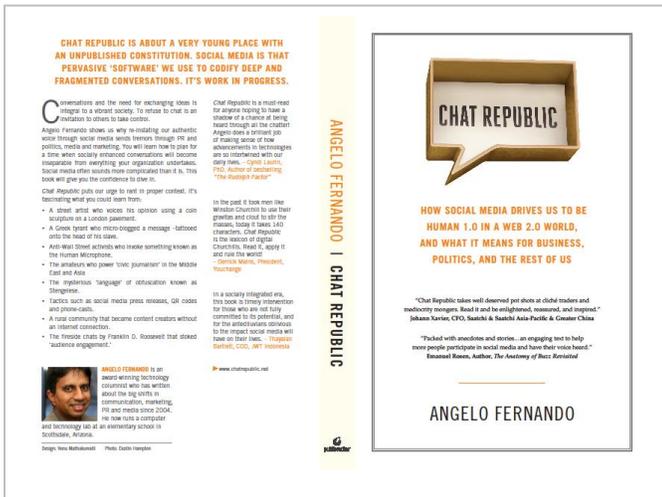
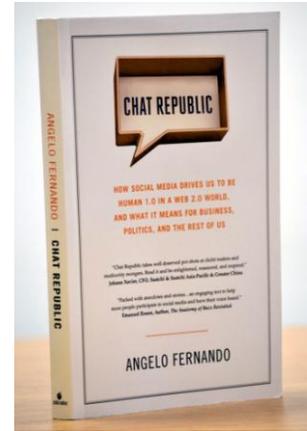
Johann Xavier, [Regional CFO, Saatchi & Saatchi APAC & Greater China](#)

"If you ever wanted a view of how social media has changed us for good, this is the book. Best of all, the data presented is multi-cultural, a welcome change from the American-centric view of social media that dominates most books."

Linda VandeVrede, Author of "[Press Releases are Not a PR Strategy](#)"

"Packed with anecdotes and stories...an engaging text to help more people participate in social media and have their voice heard."

Emanuel Rosen, Author of "[The Anatomy of Buzz Revisited](#)"



"Social media has become this giant speech bubble that we feel compelled to get inside. No wonder many in the C-Suite are still suspicious of it. But trying to shun it is a fool's errand."

"Conversations, after all, are what make our communities more civil, more vibrant, and we could turn it to our advantage."

Angelo Fernando

HIGH RESOLUTION IMAGES: Available Here	WEBSITE: WWW.CHATREPUBLIC.NET
COMMUNICATION WORLD MAGAZINE: HTTP://BIT.LY/CW-AF1	CHAPTER: 
BLOG POSTS: HTTP://BIT.LY/CHATR24	

About the author: Angelo Fernando has worked in business communication for the past 25 years. Throughout his career he has written about the big shifts in several industries; advertising, marketing, media and education. He has worked for Ogilvy and Mather and JWT, trained in broadcasting at the BBC, London but turned to podcasting. A magazine writer and prolific blogger, he co-hosted a live radio show on business, and is now an elementary school teacher in Scottsdale, Arizona.

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