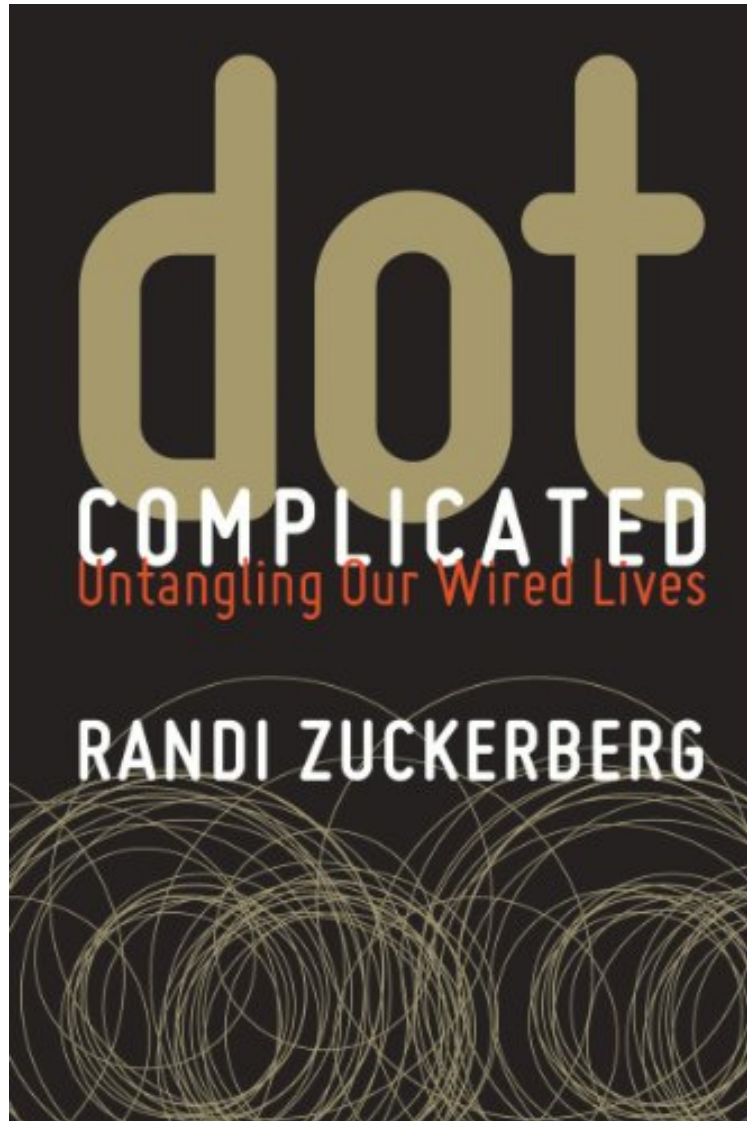


## Dot Complicated: Untangling Our Wired Lives

Randi Zuckerberg

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**Randi Zuckerberg : Dot Complicated: Untangling Our Wired Lives** before purchasing it in order to gage whether or not it would be worth my time, and all praised Dot Complicated: Untangling Our Wired Lives:

0 of 0 people found the following review helpful. Not worth the cost or time to read itBy JeanneMostly a story about her. This was basic common sense on using Facebook. I was looking for more how to do things on Facebook.0 of 3 people found the following review helpful. Dot complicated is fantastic! A must read!By Victoria CollinsDot Complicated is awesome! I bought it on my Kindle and read it in less than two days. Randi Zuckerberg details how complicated it can be to find the right balance between being "plugged in" and really just living our lives.It was refreshing to read how the rich and famous have the same issues the rest of us do-balancing work and family, making

tough choices and living our best authentic lives. Randi is smart and accomplished and inspirational to all women trying to "make it" while still finding time to be amazing moms. As a mom it made me take pause and reassess my priorities. I vouch to unplug over the holidays and beyond and really just be with my kids. The book is funny and informative and I highly recommend it! 3 of 7 people found the following review helpful. An important but fun read. By David A. Sobell really enjoyed this book. It's a well-written, breezy, fun read that also contains some important messages and useful tips about social media etiquette and balancing technology in our lives. Given her background as one of the pioneers of social media, Randi is able to share tips as an authority figure without taking any extreme approaches to technology. She's very pro technology, of course, but also well-grounded and practical in offering tips in how to avoid device overload and still devote sufficient time to what really matters. I think this book is going to make the rounds at book clubs because it's fun to read but also very thought-provoking. I'm so glad I bought it!

With *Dot Complicated: Untangling Our Wired Lives*, new media pioneer Randi Zuckerberg offers an entertaining and essential guide to understanding how technology and social media influence and inform our lives online and off. Zuckerberg has been on the frontline of the social media movement since Facebook's early days and her following six years as a marketing executive for the company. Her part memoir, part how-to manual addresses issues of privacy, online presence, networking, etiquette, and the future of social change.

"For all that current technology has done to improve and simplify our lives, it has undeniably complicated the way we communicate and relate to those around us. Randi's experience and perspective provide the perfect guide to socially navigating the digital age." (Kathleen Kennedy, President, Lucasfilm)

Randi has had a front row seat to the shift of a social culture. *Dot Complicated* offers insights to the way the world is changing and the tech sensibility you will need to navigate this new dynamic." (Ashton Kutcher)

With impeccable timing, Zuckerberg discusses the hot button issues of the moment and shows us how to use technology to bring positive change to the world. *Dot Complicated* is a great roadmap in navigating the evolving universe of social media." (Ron Conway, Silicon Valley angel investor and philanthropist, secured early stage funds for Google, Ask Jeeves, Pinterest, Square, and Twitter)

*Dot Complicated* is entertaining, insightful, and relevant. Randi Zuckerberg shows us how using technology and social media mindfully can help create lasting meaning in our lives." (Jennifer Aaker, General Atlantic Professor of Marketing, Stanford University, and author of *The Dragonfly Effect: Quick, Effective, and Powerful Ways to Use Social Media to Drive Social Change*)

Randi Zuckerberg provides a valuable and much-needed guide to navigating the stormy seas of social and digital media. You couldn't ask for a better guide than Randi who has been at the front line of social media from the start." (Charlene Li, Founder of Altimeter Group, and author of New York Times bestseller *Open Leadership*)

If you want an entertaining peek into the formative days at Facebook, start here. Randi candidly shares her personal story as an early employee, navigating the complicated space between her personal life and her public persona." (Tina Seelig, Professor of the Practice in the Department of Management Science and Engineering at Stanford School of Engineering, and executive director of the Stanford Technology Ventures Program, and bestselling author of *What I Wish I Knew Wh*)

Randi Zuckerberg eloquently captures the art of doing it all (including disconnecting) in the digital age. Before you send one more text, you MUST read this book. It's high time to take charge of our technology devices before they take charge of us." (Leslie Blodgett, Executive Chairman of Bare Escentuals and creator of bareMinerals)

From the Back Cover From Randi Zuckerberg, social media and technology expert and former marketing executive at Facebook, comes a welcome, essential guide to understanding social media and technology and how they influence and inform our lives online and off. Technology and social media have changed, enhanced, and complicated every facet of our lives—from how we interact with our friends to how we elect presidents, from how we manage our careers to how we support important causes, from how we find love to how we raise our children. The technology revolution is not going away. We can't hide from it or pretend that it's not changing our lives in a thousand different ways. So how do we deal? In *Dot Complicated*, Randi Zuckerberg shows us. Through first hand accounts of her time at Facebook and beyond, where Zuckerberg witnessed this remarkable shift, she details the opportunities and obstacles, problems and solutions, to this new online reality. In the process, she establishes rules to bring some much-needed order and clarity to our connected, complicated, and constantly changing lives online. "The Internet, social networks, and smartphones," Zuckerberg writes, "have given us amazing new tools and ways of communicating, collaborating, and living with one another. We can use new technology to understand and solve some very old challenges that individuals and communities around the world have faced since long before Facebook, or anything like it, existed." Invaluable, timely, and engaging, *Dot Complicated* reveals how to make it through your life online in one piece—from the etiquette of unfriending and the power of crowdsourcing to the perils of photo tags and the importance of teaching your kids how to be tech savvy.

About the Author Randi Zuckerberg is the CEO and founder of Zuckerberg Media, a tech savvy production company, and editor-in-chief of *Dot Complicated*, a modern lifestyle community and blog. She was an early employee of Facebook where she pioneered live streaming initiatives and struck groundbreaking deals with ABC and CNN. She has been nominated for an Emmy and is ranked among the "50

Digital Power Players" by the Hollywood Reporter. Zuckerberg is the author of Dot., an illustrated children's book about a spunky little girl obsessed with electronic devices. She lives with her husband, Brent, and son, Asher, in Silicon Valley.