

Talk on “How social media is changing business”

Mandy Jenkins, Open Newsroom Editor, Storyful, US upon the invitation from U.S. Consulate General of Chennai made her way to CMS Business School, Jain University, Bangalore on 9 September 2014 to talk on how Social Media is changing business. MBA batch 2014-16 were the live audience of the talk where she shared her piece of experience with the future budding marketing managers and world traders.

Mandy in her talk mentioned Social Media is not only for marketing but it can be efficiently used for brand building, to reach and engage more people and to create positive awareness about the brand.

