Twenty Five Hours a Day: Embracing the Internet Generation

Brandon M. Shaw

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Twenty Five Hours a Day is the story of what it's like to embrace, harness, and excel in the Internet Generation. Based on research, narratives, and interviews with experts in the fields of parenting, academia, disciplinary action, social and digital media, executive leadership, public relations, and University operations, the book combines each of these elements into a fictional narrative to underscore the fact that the whole truly is greater than the sum of the parts. Bit by bit, fictional narrator Dan Linder tells the story of real-life people who have reached out to everyone from celebrities to Fortune 500 executives and Chief Executive Officers utilizing social media, but more importantly, the cultural implications of interconnectivity which stemmed from the usage of social and digital media. Twenty Five Hours a Day is a story of possibility, community, and an interwoven network that was previously impossible.

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