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## ARE YOU BEING UN-FRIENDED ON FACEBOOK?



Recently, it is being noticed that the Facebook users have stopped following the brands. According to them the brands are "no longer of interest to them" or "the information available was not interesting." Survey from DDB asking for "Who Are the Brand Likers?" explores consumer motivations in becoming fans of brands. Brands are getting blinded by the technology and they are not following the basic relationships with consumer followed by better interaction. Read the original article here: [Why Fans Un-friend Your Brand on Facebook](#)

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