

The Endorser Rules

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It seems to me that LinkedIn has more than its share of corporate influencers, star-studded business people defining themselves as high-level endorsers and product champions who often disguise a self-serving bias for “here is some interesting information.” Endorser’s posts too often read like advertising, with fancy third party supplied videos. Millions of hits later, who actually understands this house of cards?

What is valuable information vs. petty influence?

‘Sometimes people appear to be our friends, solicitous of our well-being; yet, their real goal is to manipulate us into buying a product, accepting their viewpoint, controlling us in various ways. Their goal isn’t mutual friendship and understanding; rather, they want to exert power and control, and they feign friendship as a tactic to achieve their goals.

Influencers (dehumanizers?) are poisonous to kind human interactions and relationships. It is not only destructive to the victim, but equally or even more destructive to the one who does the influencing. The influencer becomes blinded by egotism and power-grabbing at any cost. Such a person may appear “successful” based on superficial standards but is really an immense failure as a human being.’ Catalyst: <https://www.jewishideas.org/article/thoughts-teachings-martin-buber>

Martin Buber's quote, "To live means to encounter," encapsulates the essence of human existence. Buber suggests that genuine life lies in our ability to engage with others and the world around us with honesty and integrity. It is when influence turns to technology cloaked selfish greed that the community suffers.