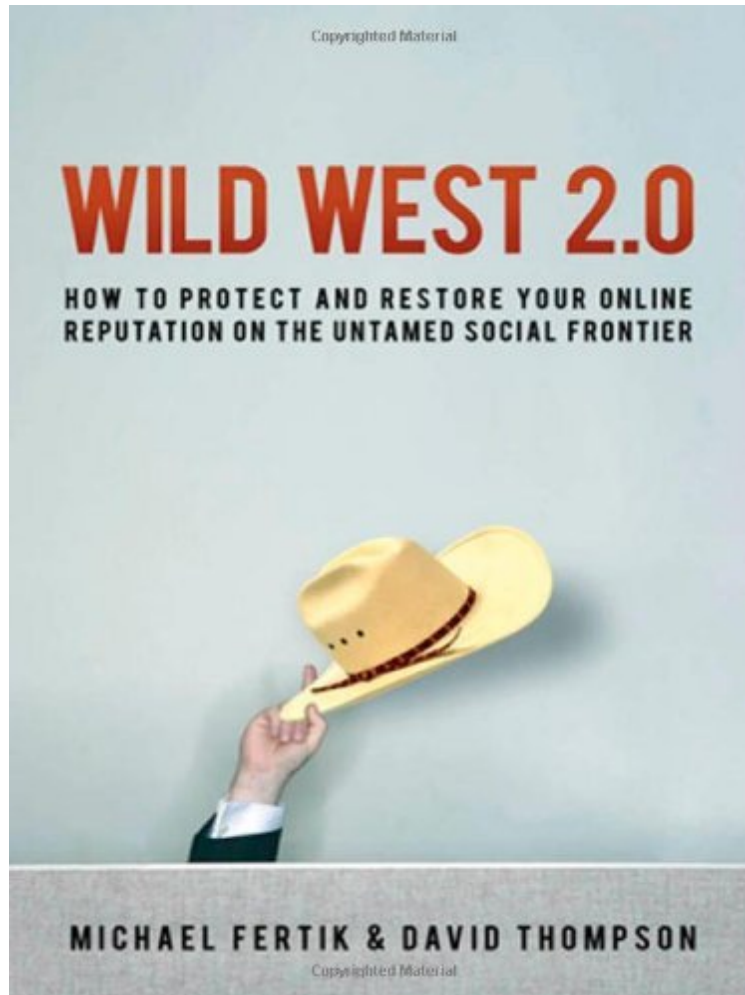


Wild West 2.0: How to Protect and Restore Your Reputation on the Untamed Social Frontier

Michael Fertik

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2 of 2 people found the following review helpful. Very informative guide for your online reputation By Sven Enterlein I am very happy to see that there are still well written and researched books about current online topics out there. I was feeling like everything that is available now is a badly written, half-finished ebook that is only there to make the author money. Not with this book! The authors manage to create a constant momentum that pulls you from chapter to chapter. I learned a lot about how the internet works and how careful I really have to be. It gives great examples of what has happened to famous and previously not so famous people. If you are looking for a book that helps you

understand what you can do to protect your online identity (not financial but social)- describes the modern search engine world in a deep and entertaining way- gives you ideas what could happen to you- explains a lot of terms you should know when handling your online reputation then you should not hesitate. I also bought other books but they are nothing compared to the depth of information presented in this book. 13 of 15 people found the following review helpful. "Somebody is going to claim your online identity. It might as well be you." By Michael J. Soskis This book makes a pretty compelling argument that, for better or for worse, your online reputation IS your reputation. And with rapidly advancing technologies, Web 2.0 has put everyone's reputation on the line. Fertik and Thompson provide some sobering details about current risks to your online persona and the legal and technical reasons underlying these vulnerabilities. They then present a clear, step by step plan to take control of your online identity and protect yourself from attacks. If you've been the subject of an online smear, you obviously need this book. But even if you haven't, an understanding of how to take control over the image you present to the world is essential. I've seen a lot of books dealing with computer safety, but Wild West 2.0 provides a much-needed guide to keeping yourself safe as well. 6 of 10 people found the following review helpful. Department of Redundancy Department By Stephen Northcutt Edited Review 9/10/2010. What I originally wrote is below in quotes: "I have never read a book in my entire life that repeated itself so many times. Yes, there is some useful information, but a really concise 15 page ebook would have been the kindest gift to the world. Or if they wanted to list their examples and war stories, go for 30 pages. Fear uncertainty and doubt (FUD) and fluff. And the fact that the book is an infomercial for their company . . . that is below the belt. I paid for SPAM and feel fairly dumb. Worse, this was the book I took on an airplane to read; ouch." After doing further research all data I can find indicates the author Michael Fertik really knows what he is talking about, the testimonial in Google Bomb for instance, is compelling. Still hits me wrong for the authors to mention their services more than once, the material is still repetitive, it really would be better as a 15 page how to ebook (I would happily pay full price for condensed material) it is still very FUD and fluff, but I have raised my review to 3 stars and intend to go back through with a high lighter and collect the tips and make my own ebook (for personal use only).

The Internet is like the Old West a frontier rich with opportunity and hope, but also a rough-and-tumble land of questionable characters, dubious legal jurisdictions, and hidden dangers. And just like the Old West, if you want to stake out your territory, you have to get there first and fend for yourself. On the web, that means defending your good name and reputation before the attacks start. Because, despite the excellent product or service you provide, all it takes is one unhappy customer, jealous acquaintance, or unsavory competitor to start the rumors flying. Before you know it, search engines are regenerating that negative publicity every time someone researches you or your business. In the age of Wild West 2.0, everyone has an online reputation. Who do you want to create yours?

From Publishers Weekly Fertik and Thompson, respectively CEO and chief privacy officer at ReputationDefender, tackle online defamation, which can cause a company significant damage with only a few mouse clicks. The good news is that if you are prepared, you can defend your company and make sure that its online image is a true reflection of reality. Likening the Internet to the new frontier of the American Wild West, the authors explore the challenges of being in a world that is instant, permanent, and anonymous. They provide valuable insight into the quandary of Google Truth, why people attack each other online, and the different types of Internet attacks. Of particular usefulness are the chapters on how to measure this type of damage, including how to do an online reputation audit. They stress the benefits of a proactive defense and show how to recover after the damage has been done. Full of invaluable information that readers will be very grateful to have when they need it, this book explains the rules and provides the tools for overcoming online attacks and regaining a positive reputation. (June) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Fertik and Thompson, two new authors, approach protecting and securing your Internet-driven reputation with a legal mentality, somewhat obvious because both hail from law schools. From recent news reports alone, the subject is extraordinarily of the moment. Online libel and slander affect not only celebrities and Big Business, but also average human beings. Look no further than the horrific suicide of Phoebe Prince to witness the awesome power of the Web. Skip the introductory chapters about the cultures of the Internet, unless you've been hibernating for the past two decades; plus, their statements about anonymity and reasons for reputational attack (among other topics) underestimate readers' intelligence. Instead, glance carefully at chapters eight (types of Internet attacks), nine (how to measure damage), and ten (your reputation road map and online reputation audit), for starters; good advice abounds. Yet something is missing; their proactive and reaction panaceas were developed without the benefits of public relations, marketing, and crisis communications sensibilities and, therefore, are a bit too simplified for larger entities like companies and nonprofits to adapt. Certainly begin here to understand the enormities of reputational issues; however, continue to explore other more specialized texts for a well-rounded perspective. --Barbara Jacobs "Full of invaluable information that readers will be very grateful to have when they need it." --Publishers Weekly "...informed and wise; essential reading for professionals, business owners, and other individuals who need to understand how the Internet can be used to tarnish a reputation." --ForeWord Magazine "great for anyone interested in

having a personal or business presence on the Internet andhellip;in the sociological impacts of web 2.0.rdqquo; -- Library Journal ldquo;Who knew that a business book could be scarier than any horror novel?...this book is a must-read.rdqquo; --The Bookworm Sez ldquo;The coverage here is broad and certainly will inform most readers on topics and areas of concern that they had heretofore not likely consideredhellip;Be warned.rdqquo; -- Blog on Books ldquo;hellip; worthwhile addition to the online marketing library and a solid reference if one's...good name and reputation are already under attack.rdqquo; --Miami Herald ldquo;hellip;online reputation can be damaged in a matter of secondshellip;book teaches you how to fix it, if it gets out of controlhellip;highly recommend this one to anyone in marketing...rdquo; --Geek Girl s.com ldquo;hellip;much needed and necessary resource to combat the ever-increasing online damage to professional and personal reputations.rdqquo; --Suite101.com ldquo;hellip;comprehensive look at a complex subject...a great reminder of why it's important that while we embrace new media, we recognize its perils as well.rdqquo; --Ad Pulp.com ldquo;..offer insights into maintaining online anonymity, the tactics of online attackers, how to avoid harassment and how to conduct an online reputation audit." --Houston Business Journal ldquo;hellip;information provided in this brilliant book can spell the difference between a lost reputation, and a positive image...essential and seminal book on online reputation management.rdqquo; --Blog Business World "...important new bookhellip;savvy, well-researched guidehellip;loaded with useful defense moves.rdqquo; --Joyce Lain Kennedy, nationally syndicated columnist ldquo;hellip;excellent job of pointing out how and why the world-wide web is in many ways like the American Old Westhellip;good place to start to protect yourself and your livelihood.rdqquo; -- Inland Empire Business Journal ldquo;hellip;information in the book is well thought out and willhellip;help you maintain your reputationhellip;if you are worried about your online reputation, this book will help you maintain or repair it.rdqquo; --Online magazine "...authorsrsquo; enthusiasm for remedying the harm done to reputations by malicious, intentional lies comes through on every page.rdqquo; --Security Management ForeWord Book of the Year Bronze Winner Business Economics Category 2011