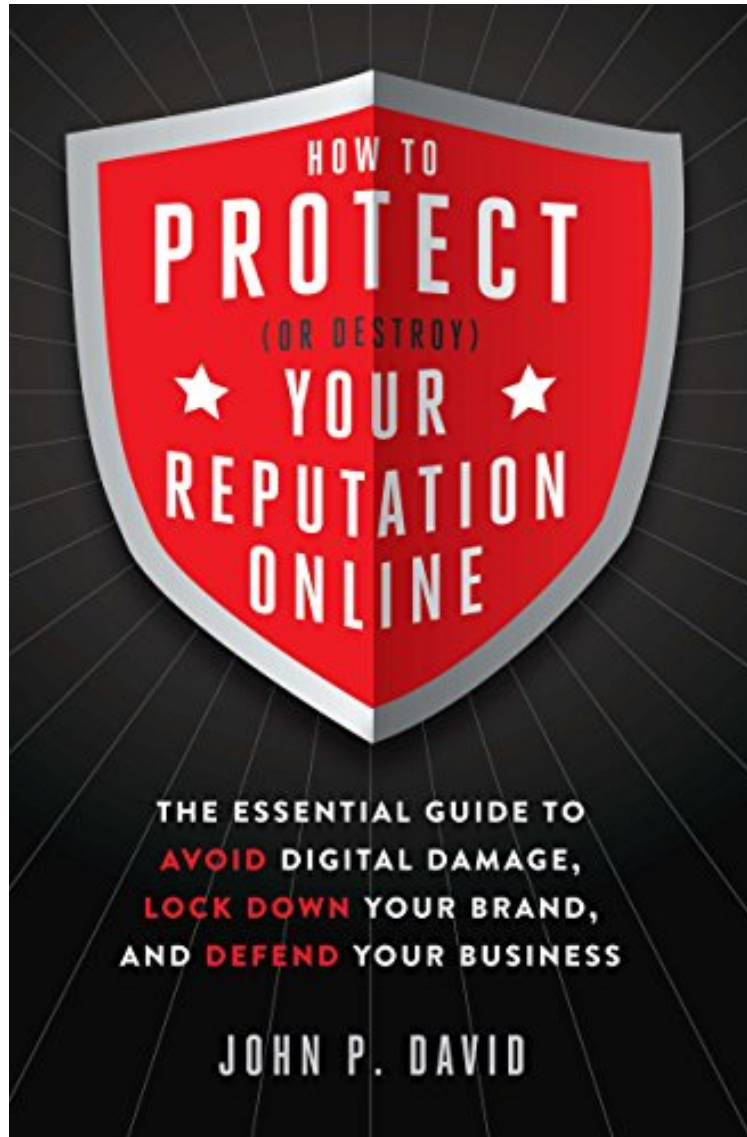


## How to Protect (Or Destroy) Your Reputation Online

*John P. David*

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**John P. David : How to Protect (Or Destroy) Your Reputation Online** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Protect (Or Destroy) Your Reputation Online:

0 of 0 people found the following review helpful. Practical and Entertaining!By jjThis book is a must read for just about everyone. Whether you have a business, an online profile, or are trying to stay off the grid - you have an online reputation which is valuable and worth defending and (if necessary) restoring. Even if you're not a high profile individual online, the author reminds us that by 2017 there will be more than 200 million smartphones (with cameras) in the United States ready to capture your most compromising moments and publish them to an ever-judging online

world. This book is filled with anecdotes and stories from the author's experiences as a public relations executive and online reputation manager which are both funny and sobering. But, beyond the "there but for the grace of God go I" examples, the author offers sage advice and strategies to help those that have been long cursed with being associated with a negative online post. Those who care about what others may find online about them should heed John David's advice!

0 of 0 people found the following review helpful. The "Did You Know" of our Online Presence

By Richard Candia

John has captured an issue that has been hidden right in front of us. We KNOW that there is no such thing as full privacy; we KNOW that things on the internet live "forever"; and we KNOW not to do some of things that we do. But there has been too little conversation about what steps we can take - steps, not just a general piece of advice, but real steps - to take care of a problem that we might unfortunately find ourselves in and more importantly proactive, conscious actions that will help us avoid these problems. The book covers real life situations, practical/proven steps from his archive of years of PR service, and areas we might not have even considered (did you know you are vulnerable even if you do not have a social media presence? Does your company have a Social Media policy?). A great read for you, your business associates and particularly the kids and those that are kids at heart in your life.

1 of 1 people found the following review helpful. I found this book helpful

By Maria B Freed

I Recommend this book to anyone who wants to control their online identity. The early chapters grabbed my attention, here the author shares actual situations of damaging emails social media posts. I found the chapter on Policies Tools the most valuable. I will be using these recommendations at work. The tips on how to deal with negative reviews are also very helpful. The Online Reputation checklist was great. I'm keeping this guide handy.

With virtually nonexistent oversight, the Internet can easily become the judge, jury, and executioner for anyone's reputation. Digital attacks and misinformation can cost you a job, a promotion, your marriage, even your business. Whether you've done something foolish yourself, are unfairly yoked to another's misdeeds, or are simply the innocent victim of a third-party attack, most of us have no idea how to protect our online reputations.

How to Protect (or Destroy) Your Reputation Online provides a wealth of practical information on how to protect your online reputation and even remove negative content from search results. It will teach you how to:

- \*Take control of your online voice and build a reputational firewall.
- \*React and respond to an online attack.
- \*Understand and manage online reviews.
- \*Use marketing strategies that will both improve your online reputation and bolster your bottom line.

How to Protect (or Destroy) Your Reputation Online is an indispensable guidebook for individuals and businesses, offering in-depth information about popular review sites like Yelp, TripAdvisor, and Angie's List. John also shows you how to deal with revenge porn, hate blogs, Google's "right to be forgotten" in Europe, the business of online complaint sites, even the covert ops of reputation management.

"Perception is in the eye of the beholder. In a connected society, your reputation precedes you. What you do, say, share and even consume online defines you. John David makes it very clear that without management and intent, your reputation is left for others to interpret."

Brian Solis, digital analyst, anthropologist, and author of X: The Experience When Business Meets Design

"The tools of online content and social media give everyone who wants one a (potentially loud) public voice. This profound revolution in human communications is terribly exciting, but comes with risks because anyone can say anything at any time, whether true or not. John expertly guides you through the challenges and pitfalls of online reputation so you put your best face forward when customers are looking for you or your brand on the Web."

David Meerman Scott, bestselling author of The New Rules of Marketing and PR

"Your personal reputation is the most important thing you have in business. Read this book to make sure you keep it!"

Jeffrey Hayzlett, primetime TV and podcast host, chairman of C-Suite Network

"Every smart entrepreneur knows social media is the biggest opportunity and the biggest risk to every business. John David has nailed the techniques for making sure you get all the good, without the pain."

Douglas A. Blackmon, winner of the Pulitzer Prize, former bureau chief and senior national correspondent for The Wall Street Journal, and author of Slavery by Another Name

About the Author

John P. David has counseled businesses and executives on strategic communications and marketing issues for twenty-five years -- everything from simple publicity campaigns to extracting a business from the clutches of a multimillion-dollar Ponzi scheme. David has developed a specialty in helping clients face online attacks and frequently writes about communications and strategy for his award-winning blog. His insights are regularly published on the Huffington Post.