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Defeating an Internet Boogeyman: Simple Secrets of Reputation Crisis Management Using Social Media Web Marketing Strategy

By Mason Duchatschek, Adam Burns, Will Hanke

Buildatribe LLC, United States, 2014. Paperback. Book Condition: New. 203 x 124 mm. Language: English . Brand New Book ***** Print on Demand *****.IS THIS BOOK FOR YOU? An Internet Boogeyman can be anyone with a grudge and access to the Internet who wants to damage your reputation online. Want to know the dirty little secrets and what can be done about them? Don't want your business destroyed by angry past customers (or jealous competitors pretending to be angry past customers) saying horrible things about you on the Internet? Need to neutralize and minimize damage being done to your reputation now or in the future, but don't know how? Been hit with some bad press and traditional public relations, crisis communication and crisis management strategies won't make your problems go away? Online reputation management, when implemented correctly, with a step by step plan you can easily follow, can help your business repair, build and preserve the value of your name and brand online. This book shows you how. WHAT'S IN THE BOOK? It offers a well organized accounting of popular Internet Boogeyman strategies and explains the tactical do's and don'ts needed to counteract them....



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