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How to Protect (Or Destroy) Your Reputation Online: The Essential Guide to Avoid Digital Damage, Lock Down Your Brand, and Defend Your Business

John David

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Use marketing strategies to 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.

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