



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

Michael Fertik

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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?

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