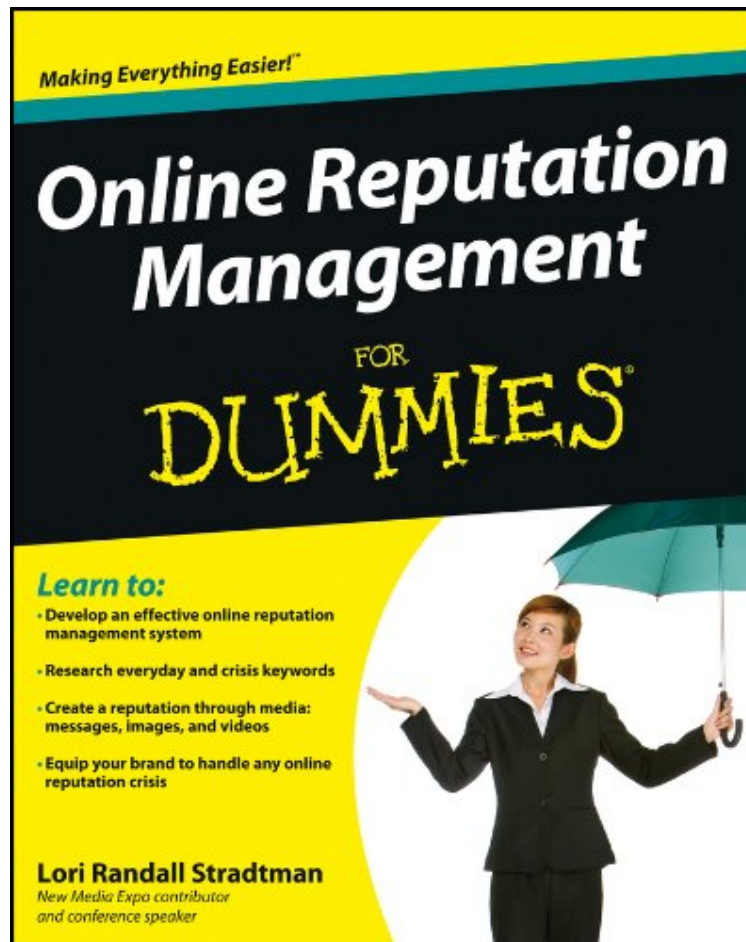


Online Reputation Management For Dummies

Lori Randall Stradtman

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Lori Randall Stradtman : Online Reputation Management For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Online Reputation Management For Dummies:

0 of 0 people found the following review helpful. easy, informativeBy Freeze Dried WorldSimple, easy, informative. It is what you can expect from a 'for DUMMIES' book. It isn't for the tech savvy but the people who need to have the information in an easy to digest and put to use format. I use it but I have books that are more technical that better suit me. This however says less about the book and more about my 25 years in technology. GET THIS IF YOU NEED USEFUL INFORMATION THAT ISN'T WRITTEN FOR SOMEONE WITH 20 YEARS OF EXPERIENCE IN TECHNOLOGY OR MARKETING!3 of 3 people found the following review helpful. If you use social media in any way, you need this bookBy Claire W.I bought two copies of this book - one for me and one for a friend who is active in social media. Facebook, Twitter, and all the others used to be just fun, then they became important to us professionally, and now that we are "hooked," they are potentially damaging, too. As Lori says, your identity is being bought and sold, and it can be damaged, tarnished, or even hijacked. I have no intention of giving up being online. It's integral to my professional life and my social life. So I'm using this book as a guideline for how to protect my

reputation and my personal information. It's easy to read and provides complete instructions. Oh, and there are some really good stories, too. 1 of 1 people found the following review helpful. Well researched, well thought out and well written. By Geordie I'm in the reputation marketing business, and I learned a lot from this book. This book is jam packed with useful, relevant and up to date information that's practical and brings immediate value to the reader. I implemented some of the strategies within minutes of reading it and saw results. Well worth reading if you're interested in reputation marketing and management, highly recommended.

More important than ever--how to manage your online reputation In today's social world, managing your online reputation is more critical than ever, whether it's your company brand or yourself as a brand, and one thing is certain: everyone needs a plan. This essential book shows you how to set up a system that works every day, helps forward your brand's online goals, and is able to deal with negative chatter. Covering everyday listening and messaging as well as reputation management for special events or crises, this book walks you through step-by-step instructions and tips that will help you build and maintain a positive online presence. Shows you how to create a solid, productive online reputation management system Helps you achieve your brand's goals and be ready to deal with negative chatter or crises Explains how to set up an online reputation management and response team Covers how to identify and incorporate both everyday and crisis SEO keywords Explores reputation creation through listening, messages, images, video, and other media Helps you handle crises with social media, bloggers, and other influencers, and respond immediately Online Reputation Management For Dummies gives you the tools you need to maintain the online reputation you want.

About the Author Lori Randall Stradtman (Watkinsville, GA) specializes in creating social media campaigns for brands. Lori was a keynote speaker at Blogworld NYC May 2011, and she is a regular contributor to Social Media Examiner, BlogWorld, and Smart Brief. She regularly contributes as a guest lecturer at The University of Georgia in for both Public Relations and Master of Internet Technology. Lori holds professional associations with the PRSA and IABC and is in high demand for keynote speaking engagements.