

BOOK OF THE MONTH SUMMARY

FOR MEMBERS

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

by Michael Fertik and David Thompson

Key things you will learn.

- How slander can ruin your online reputation
- How to conduct an online reputation audit
- How to protect and restore your reputation on the Web

Overview.

Millions of shady characters inhabit the Internet, lurking to steal your shirt and sell it back to you at twice the original price. Reputation management consultants Michael Fertik and David Thompson examine these fraudulent activities and more in this disturbing but timely book, and they outlines steps you can take to protect your online reputation.

About the Author.

Michael Fertik is founder and CEO of a reputation management consultancy, where David Thompson is general counsel. Fertik also serves on the advisory board of The Internet Keep Safe Coalition, which protects the safety of children online.

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