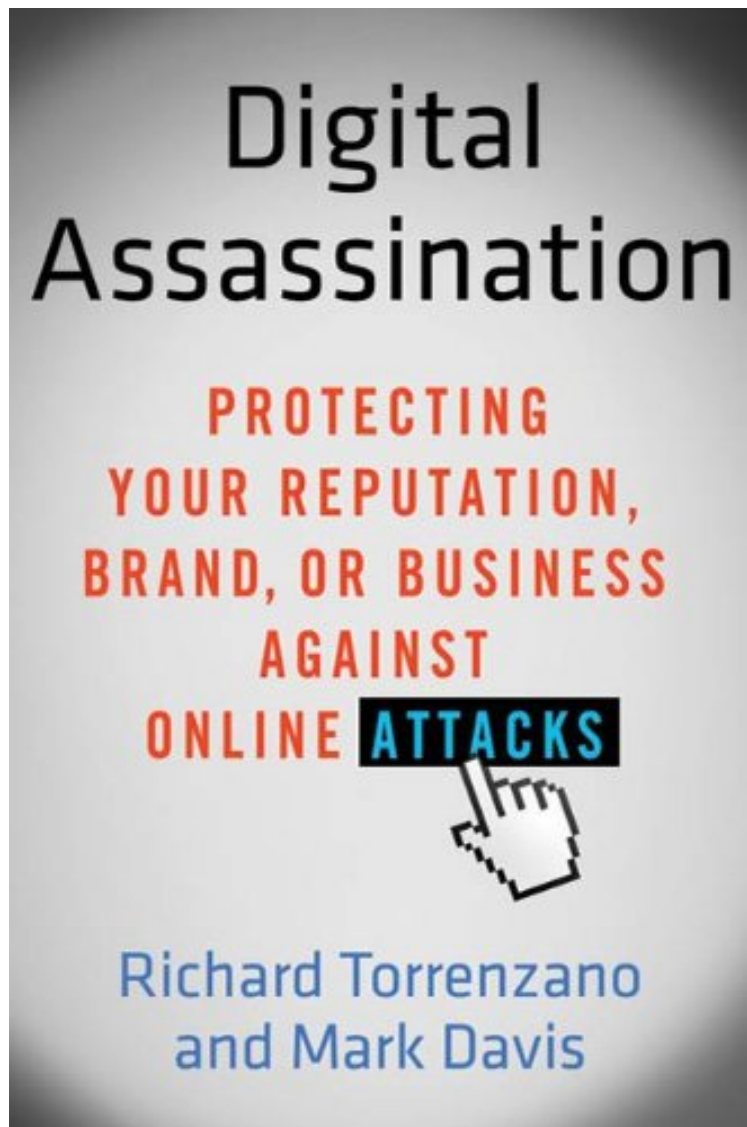


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## Digital Assassination: Protecting Your Reputation, Brand, or Business Against Online Attacks

*Richard Torrenzano, Mark Davis*  
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Online Reputation Management... This is similar to other books and it provides you with the necessary techniques to manage when things go bad. Trolling is common, people are more than happy to slander you on Yelp, Facebook, Twitter, or elsewhere... even here... What do you do without looking worse? Go here... read... this can help you. Sometimes you need to step back and understand the psychology of the situation. This will give you the insight you need. 0 of 0 people found the following review helpful. A must in today's digital interconnected world. By JQ Most of the advice out there focus on teenagers and preventive measures. What I liked about this book is that not only explain the problem very well but it gives you insight on what to do if you already are in hot water. This is paramount for victims that have the idea that there is just no hope; let's not forget the cases where people committed suicide because they were heavily hammered by the internet shaming machine. This book provides strategies to handle many scenarios and it is a good start although you may need to delve deeper in some specific areas or find professional help depending on your case. All in all it is a helpful read that I wish I had read 5 years ago. 0 of 0 people found the following review helpful. accelerated communications By Charles Mc Closkey This book well described present day communications. Those communications accelerate via social media and more than email.

Two leading reputation experts reveal how the internet is being used to destroy brands, reputations and even lives, and how to fight back. From false Wikipedia entries, to fake YouTube videos, to Facebook lynch mobs, everyone from CEOs to fashion models, journalists to politicians, restaurateurs to doctors, is open to character assassination in the burgeoning realm of digital media. Two top media experts recount vivid tales of character attacks, provide specific advice on how to counter them, and how to turn the tables on the attackers. Having spent decades preparing for and coping with these issues, Richard Torrenzano and Mark Davis share their secrets on dealing with problems at the top of today's news. Torrenzano and Davis also take a step back to look at how the past might inform our future thinking about character assassination, from the slander wars between Thomas Jefferson and Alexander Hamilton, to predictions on what the end of privacy will mean for civilization.