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Manipulated: How Business Owners Can Fight Fraudulent Online Ratings and Reviews

Daniel Lemin

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**How Business Owners Can Fight
Fraudulent Online Ratings and Reviews**



"Attention business owners! You don't have to live in fear of online critics and fraudsters. Daniel Lemin shows you how to turn customer ratings and reviews to your advantage."
—Paul Gillin, author of *Secrets of Social Media Marketing*



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Daniel Lemin : Manipulated: How Business Owners Can Fight Fraudulent Online Ratings and Reviews before purchasing it in order to gage whether or not it would be worth my time, and all praised Manipulated: How Business Owners Can Fight Fraudulent Online Ratings and Reviews:

1 of 1 people found the following review helpful. A Must Read for Business Owners!By Kristine KuhlmanThe ratings and review sites can be really helpful at times when yoursquo;re looking to a new restaurant or service to choose. And

if you are the business owner, well, it may at times feel like cyberbullying (it actually can be!) and downright hurtful at times if one received a negative review. Daniel Lemin's *Manipulated* is an insightful guide on the ratings and review world that is detailed, easy to follow, and a great reference to have at your side if you want to stay on top of your online presence with third-party review sites. *Manipulated* outlines the necessity of this service to businesses (and why all owners should pay attention to these) as well as deconstructs how the major sites function, for better or for worse. This book is concise yet thorough — it packs what it needs to say in impactful scenarios and relevant case studies, and is simple to navigate if you are a first-time biz owner to the ratings and review world. If you're already familiar with online reviews, you may find good nuggets of info in here to refine your knowledge of this environment, and how to handle positive (yes, take care of your fans!) and negative situations appropriately and effectively. *Manipulated's* "Code of Conduct" hits home — the art and science of reacting to negative reviews — a MUST for everyone. As a small business owner who is launching a business soon, I am keeping this on my desk at all times. I've already marked this book up with notes and color-coded tabs. 1 of 1 people found the following review helpful. Important and practical. By Robin May-Davis: As a doctor who is focused on collaborating with my patients and providing excellent care, I am realizing I also have to attend to my online presence. This book was a great guide. It gave me background of the online review process and reminded me not to panic about limited bad reviews — whether a patient was not a match with my style or even when not true. It was concise, easy to read, and gave tips on common web-based review formats. I really like the way the book was organized — you could read through or skip ahead — depending on your needs. Found it a quick and very practical tool to add to my practice. 0 of 0 people found the following review helpful. because there seems to be so much manipulation of those reviews that they just aren't very useful. Instead I rely on places like CustomerIt's darn scary out there in the world of ratings and reviews. I don't even bother with Yelp, because there seems to be so much manipulation of those reviews that they just aren't very useful. Instead I rely on places like Open Table and Booking.com where you actually have to have eaten or stayed there in order to leave a review. Sadly, a lot of your potential customers aren't aware of the manipulation, so in this book Daniel Lemin shows you what can go wrong and how to be proactive in making sure reviews work for you instead of against you. If you want a sneak peek of what Lemin has to say, check out this interview with him: [...]. Then (if you haven't already) go buy the book!

Manipulated is a manifesto for business owners struggling against an online ratings and reviews industry that is holding their businesses hostage through manipulative practices. *Manipulated* uniquely combines an expose of the shifty inner workings of this industry with a step-by-step playbook to empower the 30 million American business owners desperately trying to fight back. In today's hyperconnected world, business owners are confronted with the challenge of managing their online reputation right out of the gate. The first weekend for a new deli, salon, cafe, or boutique store can be make-or-break with online reviews. Few business owners understand that amazing businesses can be permanently damaged with a few bad reviews. Managing a reputation online requires skills and tactics that are not always intuitive to business owners. *Manipulated* gives business owners an insider's view of how the multibillion-dollar ratings and reviews machine systematically stacks the cards against them; and more important, empowers business owners to fight back with a six-step playbook to defend, control, and enhance their business's online reputation. Both a warning and a call to action, *Manipulated* is a must-read for all business owners who depend on online reviews.

"If you were learning to play chess, you'd want Bobby Fischer to be your coach. But what if you're learning to manage your reputation in today's digital-driven world? Well, search no further -- your Bobby Fischer is here. Daniel Lemin is simply the best coach I know to help you understand how to optimize your online reputation. And this book is a step-by-step guide to that understanding. Investing in this book is, quite simply, investing in yourself." --Robert Rose, Chief Strategy Officer, Content Marketing Institute