



Radically Transparent: Monitoring and Managing Reputations Online

Andy Beal, Judy Strauss

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The explosion of social media blogs, social networking sites, and video sharing sites has ushered in a new era of digital transparency that puts the power to enhance or destroy a reputation in the hands of the consumer. This timely and practical book shows you how to harness the power of social media with crucial, proven tactics and strategies for every phase of online reputation management. Using step-by-step instruction and tested techniques, the expert authors unveil a detailed blueprint for building, managing, monitoring, and repairing your reputation.



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