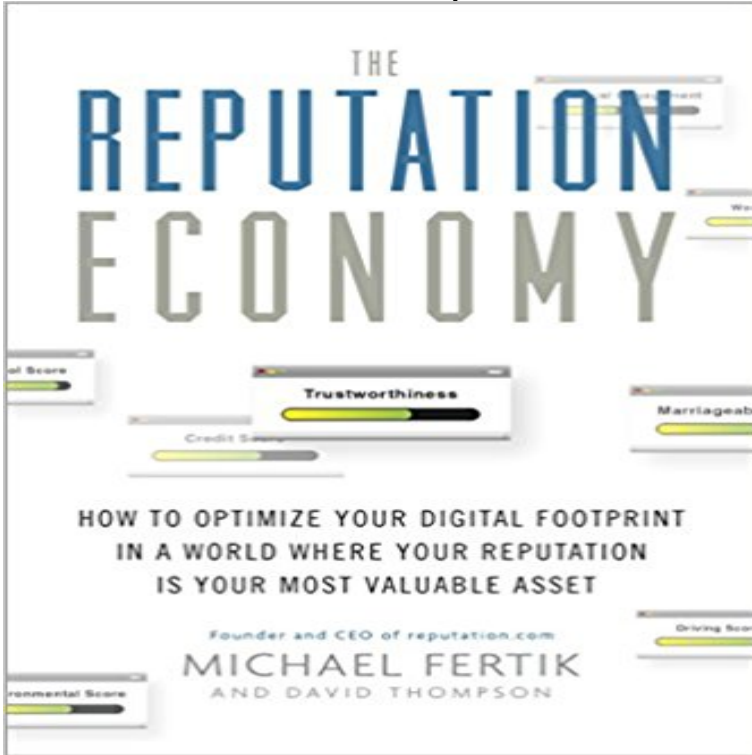


# The Reputation Economy: How to Optimize Your Digital Footprint in a World Where Your Reputation Is Your Most Valuable Asset



Reputation is power. Your reputation defines how people see you and what they will do for you. It determines whether your bank will lend you money to buy a house or car; whether your landlord will accept you as a tenant; which employers will hire you and how much they will pay you. It can even affect your marriage prospects. And in the coming Reputation Economy, its getting more powerful than ever. Because today, thanks to rapid advances in digital technology, anyone access huge troves of information about you your buying habits, your finances, your professional and personal networks, and even your physical whereabouts - at any time. In a world where technology allows companies and individuals alike to not only gather all this data but also aggregate it and analyze it with frightening speed, accuracy, and sophistication, our digital reputations are fast becoming our most valuable currency. Here, Michael Fertik, CEO of Reputation.com and one of Silicon Valleys leading futurists will draw on the insider tools, insights, research, and secrets that has make Reputation.com the leading reputation management firm, to show how to capitalize on the trends the Reputation Economy will trigger to improve your professional, financial, and even social prospects. You will learn: What keywords to put in your resume, performance review, and LinkedIn profile to come up at the top of potential employers search results. How to curate your on and offline activity in way that will reduce the premiums calculated by insurers, lenders, and investors. Tricks that will get you express or VIP treatment at banks, hotels, and other exclusive special offers. Ways to improve your review or rating on sharing or peer review sites like Yelp or Angies List, or your standing as buyer or seller - on sharing economy sites like AirBnB or Uber

How to create false tails and digital smokescreens to hide the negative

information that's out there. With a good digital footprint, the world is your oyster. This book will show you how to control, curate, and optimize your digital reputation to become rich in a world where your reputation is as valuable as the cash in your wallet.

Scottsdale Criminal Defense Lawyer Home Attorney Profiles » Practice Areas » Results Testimonials Media » Contact Us Blog 123 Criminal Defense DUI Professional License Defense Phoenix Criminal Defense Attorney SERVING PHOENIX, AZ AND SURROUNDING AREAS At Chelle Law, our experienced and highly skilled attorneys provide exceptional representation in CRIMINAL, DUI and PROFESSIONAL LICENSE DEFENSE. Our firm provides aggressive representation, individualized attention, and exceptional skill, all at a reasonable price. We Fight To Preserve Your Rights In a civil case the plaintiff carries the burden of proof and must demonstrate their version of the facts to be true by a preponderance of evidence. However, a criminal defendant is presumed innocent until proven guilty beyond a reasonable doubt. Thus, the burden of proof is very high for the prosecutor in criminal cases, thus you should contact our Phoenix Criminal Defense Attorneys as soon as possible. Aggressively Representing Businesses, Employees, and Individuals in Arizona Our clients range from accountants to physicians to nurses and every other profession in between. No matter the client, we are fully committed to providing each with unmatched service and a guarantee to aggressively represent their interests. Conditions d'utilisation Plan Satellite DUI » Professional License Defense » Your Name \* Phone Email \* Tell Us About Your Case Submit Privacy Policy Thank you, for your dedication and patience while assisting us with our dispute. You have provided us peace of mind, knowing that we have a knowledgeable attorney on our side. I will recommend you as... "Testimonials" Home | Attorney Profiles | Criminal Defense | DUI | Professional License Defense | Results & Testimonials | Media | Contact Us Office Location: 11811 N Tatum Blvd, Ste 3031, Phoenix, AZ 85028 | Phone: 602.344.9865 Copyright 2016 Chelle Law. All rights reserved. | Law Firm Web Design by Sirius

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