



# Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants)

*Charlie Pownall*

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## **Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants)** Charlie Pownall

Managing Online Reputation is a comprehensive look at online reputation management. Drawing on recent examples of organizations managing their online reputations effectively and ineffectively, it provides a practical and visual tool-kit of processes and techniques to help limit and respond effectively to negative situations on social media.

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