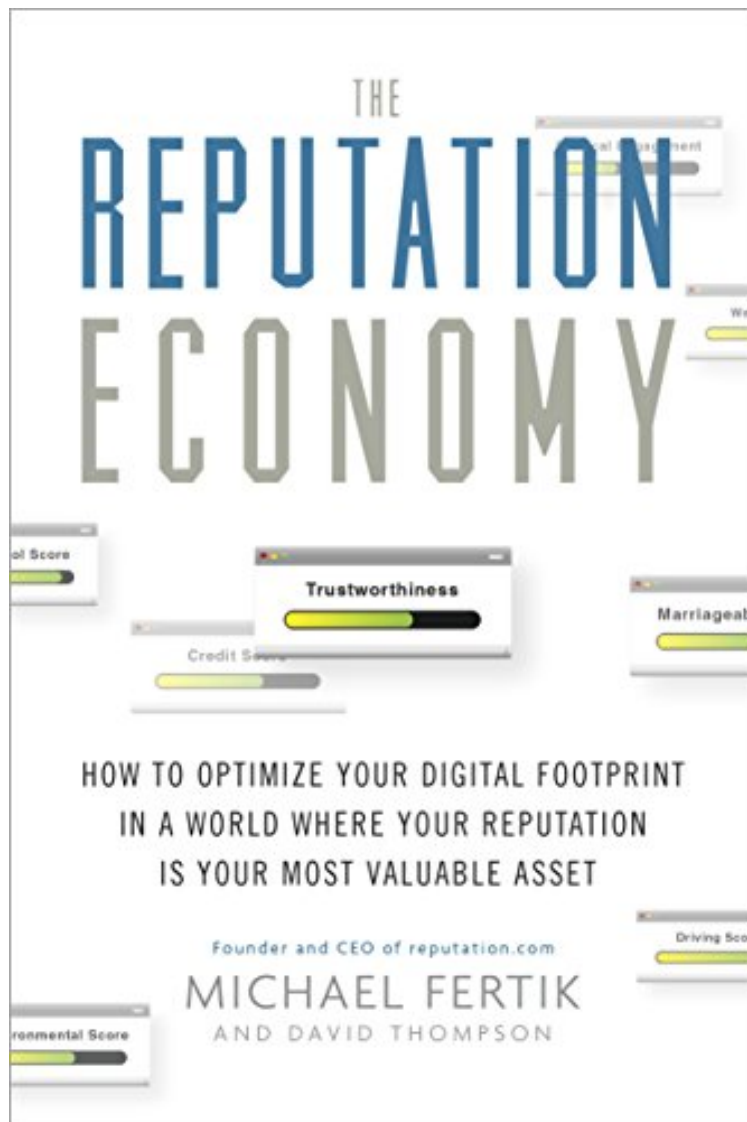


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The Reputation Economy: How to Optimize Your Digital Footprint in a World Where Your Reputation Is Your Most Valuable Asset

Michael Fertik, David C. Thompson

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Michael Fertik, David C. Thompson : The Reputation Economy: How to Optimize Your Digital Footprint in a World Where Your Reputation Is Your Most Valuable Asset before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Reputation Economy: How to Optimize Your Digital Footprint in a World Where Your Reputation Is Your Most Valuable Asset:

10 of 11 people found the following review helpful. The reputation economy creates both winners and losers, and

unless you embrace and are proactive about your digital footprint...By Anonymous This book is an important wake-up call for the global community to a new reality we live in, the "reputation economy". It warns individuals of the potential impact of their digital activities on their life, and also offers actionable and novel advice for individuals and organizations on how to leverage this reality by strengthening their digital reputation. In the "reputation economy", individuals assume that everything they do electronically will be traced, stored forever, measured, reviewed and scored, whether they agree with it or not. Major decisions about their lives will be made based on the algorithms. Very importantly, the book shows that further commercialization of the personalized data is growing faster than ever, and the conflict and imminent change of perception is inevitable, while society is catching up with the technological changes and our laws are lagging behind. I've seen multiple books describing the impact of a digital footprint, but what sets "Reputation Economy" apart are comprehensive and global outlook on the way online personalized data is used, insightful examples of the influence these changes can have on one's professional and personal life, security and legal holes in handling sensitive data. It very well describes the trends that most organizations are only starting to embrace now. The impact, the scale, and the reach of new technologies and trends creating the reputation economy are remarkable. The reputation economy creates both winners and losers, and unless you embrace and are proactive about your digital footprint, it can work either for or against you. In the book readers will find specific recommendations on how to become a discoverable and recognizable professional and have the reputation economy and machine algorithms work in your favor. It is a must read for anyone seeking to advance their career or improve their business strategies. 1 of 1 people found the following review helpful. Reputationism? By West Texan Fertik and Thompson shine a light on an important issue that isn't yet getting the kind of attention it deserves. Indeed, at this time, Fertik seems to be the only one talking about it on shows like "Real Money." Just as the way credit scores can make or break you when applying for a loan, these next generation reputation scoring systems could make or break your opportunities in business, romance and even for recreation. When more people realize this, expect this to change to become a greater part of the national conversation. The Reputation Economy is mostly a hands-on book geared toward helping the reader maximize their online reputation. Because you can't possibly imagine what the proprietary algorithms will and won't account for - though this book gives you the means to hazard a basic guess - you should probably find this more chilling than these two matter-of-fact fellows seem to. Outside of college statistics classes and think tanks, people's abilities to use and interpret statistics falls dramatically. Consider discussions on political and sports programs. To name a non-controversial example: a baseball pitcher's won-loss record is part of the discussion about the effectiveness of the player even though a far better measure of his effectiveness is WHIP. If a pitcher doesn't get any run support from his team, he won't win the game. He has less control over whether he gets the win as opposed to whether he walks or strikes out an opposing batter. Win-loss records should barely rate a mention in a discussion about pitching but that isn't the case. This new world of reputation scoring is a disaster waiting to happen. Humans' propensity for drawing incorrect or dubious conclusions from data in different forms has been responsible for every negative "ism" out there from racism, sexism or what have you. This tome tackles a whole new "ism" that doesn't yet have a name. Fertik spends much of the book explaining how the decline in the cost of computer data storage has made this scoring possible. Well and good but now we need to reflect on this topic. At minimum, the approach should be like a credit report. As you have a right to review your credit report once a year, you should have a right to review any reputation score. Too many people have been burned by inaccurate data on their FICO and its inevitable this pattern will be repeated with any kind of reputation scoring. Good book indicative of where we are as a society on this issue but way too short on the reflection needed to avert tragedy before it happens. 1 of 1 people found the following review helpful. Very informational for parents to share with teens By Deb G Very informational for parents to share with teens about how their online postings may affect their reputation in the future. I often depend on others leaving honest reviews when I need to order a new item and wouldn't want to be misled, so strive for the same in leaving a review. Did you find this review helpful?

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, it's 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 Valley's leading futurists will draw on the insider tools, insights, research, and secrets that has made 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 Angiersquo;s List, or your standing ndash; as buyer or seller - on sharing economy sites like AirBnB or Ubernbsp; 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 ldquo;richrdquo; in a world where your reputation is as valuable as the cash in your wallet.

ldquo;As the founder of Reputation.com, Michael Fertik is already a visionary entrepreneur. With the Reputation Economy, he has crystallized that vision, not only mapping a world where reputation is more important than ever, but giving us the tools tonbsp;build authentic digital reputations and benbsp;the architects of our own digital futures.rdquo; -Arianna Huffington, chair, president, and editor-in-chief of the Huffington Post Media Group and the author of the #1 Bestseller, Thrive "In the Networked Age, as we share more and more information aboutnbsp;ourselves online, reputation becomes an increasingly essential asset. While manynbsp;people are vaguely aware of this fact, few have thought about it as deeplynbsp;as Michael Fertik has. His new book shows the many ways that we produce data about ourselves -- and how we can harness the power of reputation tonbsp;thrive in ournbsp;new highly transparent, highly connected world." -Reid Hoffman, co-Founder and Chairman of LinkedIn and author of the bestsellers The Start-Up of You and The Alliance. "How do you become 'reputation rich' in a world where reputation is more valuable than money or power? Ask Michael Fertik...or read this book. This is a detailed glimpse of your future. Ignore it at your peril." - Tim Ferriss, tech investor and author of The 4-Hour Workweek nbsp; ldquo;Michael Fertik is that rare beast; a tech CEO who thinks critically, writes beautifully and isnrsquo;t scared of exposing the inane group think that corrupts most of Silicon Valley. Not only is Fertik the worldrsquo;s leading authority on our new reputation economy, but hersquo;s invested his considerable intellect in writing the definitive study of this economy. A must read by technology's most provocative CEO/writer.rdquo; nbsp;-Andrew Keen, author of Digital Vertigo and Cult of the Amateur "Who are you? You thought you knew, but Michael Fertik explains in his fascinating book that how other people see you isn't under your control. This Silicon Valley veteran lays out in shocking detail what he's learned, and how to protect ourselves in a world that seeks to make our personal data impersonal--by applying analytics to limit or expand our rights and opportunities." ndash; David Kirkpatrick, author, The Facebook Effectnbsp;and founder, The Techonomy Conferenceldquo;In our digital age, where the world is teeming with data, a good reputation is becoming a scarce good. The emerging Reputation Economy is profoundly influencing our opportunities and choices. Read this book, not just to know why, but to understand how you can thrive in this brave new world.rdquo;nbsp; nbsp;-Viktor Mayer-Schoumlnberger, Professor of Internet Governance, Oxford University and co-author of Big Dataldquo;As much or more than anyone else, Michael Fertik understands both the perils and promise of the growing (and inevitable) Reputation Economy.nbsp; Now he has written a clear-eyed critique of how Big Data and Big Analytics will shape our futures, and how all of us can optimize our digital dossiers to be successful in this brave new world.rdquo; -Jon Leibowitz, former Chairman of the Federal Trade Commission.rdquo;nbsp;About the AuthorMichael Fertik is the CEO and founder of Reputation.com, the world leader in digital reputation and privacy management. Frequently recognized as the chief global champion of data privacy and reputation, he is a World Economic Forum Technology Pioneer, a member of the WEFrsquo;s Global Agenda Council on the Future of the Internet, a lecturer at Harvard Law School, and the inventor of multiple patents in the field of Internet technologies. A graduate of Harvard College and Harvard Law School, Michael lives in Palo Alto, California.David C. Thompson was the first general counsel and chief privacy officer of Reputation.com. A former clerk for Justice Antonin Scalia, he is a graduate of Yale College and Stanford Law School. He is a lawyer and business executive. He lives in Los Angeles, California.