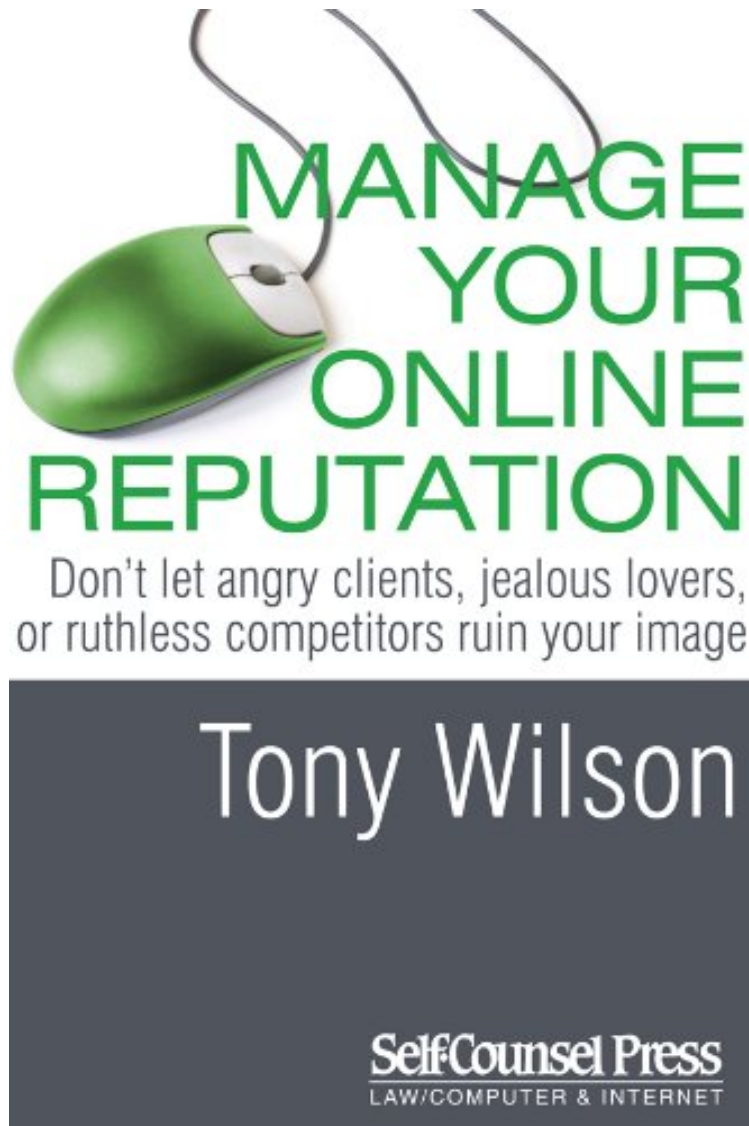


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## Manage Your Online Reputation (Law/Computer Internet)

*Tony Wilson*

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2 of 3 people found the following review helpful. Mostly uselessBy jofjonesIt's a collection of mostly useless anecdotes. Nearly all the helpful info is in the last 4 chapters of the book.

The proliferation of blogs and social media sites is making online reputation management a very hot topic. This ready-to-use manual will teach businesses, families, and individuals to proactively manage what is said about them online

and protect their online legacy. Author Tony Wilson covers the basics of online reputation management, provides relevant examples and easy-to-follow steps that individuals can take to protect, build, and manage their online reputation.

About the Author Tony Wilson practices in the areas of franchising, licensing, and Intellectual Property Law, and is ranked as a leading Canadian Franchise lawyer by LEXPERT. He is an Adjunct Professor at Simon Fraser University and a regular business columnist for The Globe and Mail and Lawyers Weekly. His articles have appeared in Maclean's, BC Restaurant News, TEACHER, World Trademark, Bartalk, and Canadian Lawyer magazine. He is author of the best-selling book *Buying a Franchise in Canada: Understanding and Negotiating your Franchise Agreement*, the only comprehensive legal guide for persons seeking to buy franchised businesses in Canada, and *Manage Your Online Reputation*, a book written to guide individuals and businesses in monitoring and protecting their personal and corporate reputations on social media.