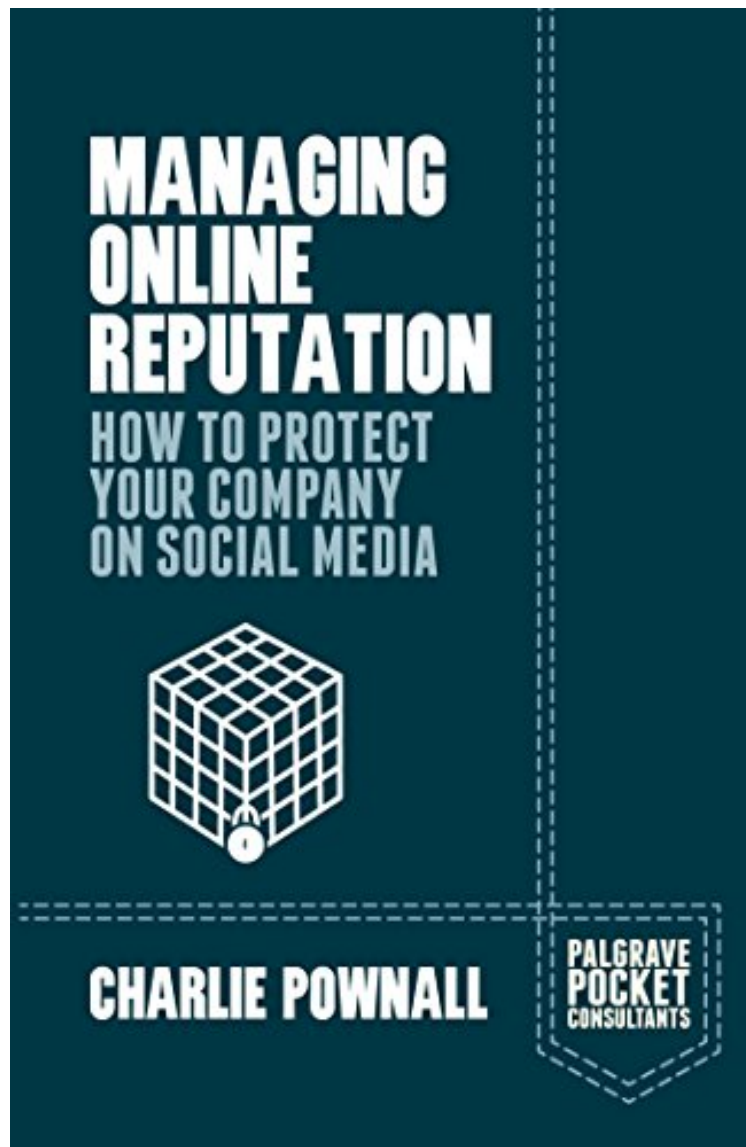


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Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants)

Charlie Pownall

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Charlie Pownall : Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants) before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants):

0 of 0 people found the following review helpful. Excellent global analysis of social media crises and reputation

managementBy Daniel LI work in the online reputation industry myself so I am a voracious consumer of books like Charlie Pownall's *Managing Online Reputation*. Often, I find the books I come across on this top either lack actionable insight or have very dated, very broad case studies that seem to have been repurposed from some other news story. None of this is the case with this book. In it, Pownall presents a massively compelling perspective from his base in one of the world's most dynamic markets. His opening story about the tourism board is itself illustrative of the reality of today's reputation industry, and the behaviors of clients. I've already referenced his really helpful chart in Ch. 13 that visualizes different kinds of negative situations. What feels like a crisis in the moment to those involved might simply be an overreaction, and it's always good to have a solid grounding to remind yourself (and clients) of this. I particularly enjoyed his analysis of how crises and social media advocacy take shape in China, a topic I haven't read about anywhere else in this level of detail. In short, if you've got responsibility for a global brand or business, you should have this on your shelf. It's packed with great tips and insights.0 of 0 people found the following review helpful. Think your company's reputation is not at risk? Think again.By Douglas N.

Burdett[[VIDEOID:dcc343125219716cc8f47b114aab7702]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book Idquo;'Managing Online Reputation: How to Protect Your Company on Social Mediardquo;' by Charlie PownallOne of my favorite quotes from early in the book was: Idquo;'Thanks to social media, activism, once limited to students, tree huggers, and political dissidents, is now the opium of suburban housewives and white collar workers across the world.rdqquo;' And I was interested to learn that studies show that for companies, reputation risk is now regarded as the second most important risk after financial risk.When you read this book, you wonrsquo;t need coffee to wake you up.The first section entitled Idquo;'Understanding the Threatsrdqquo;' outlines the startling kinds of reputational risk that companies big and small are facing now. I had no idea about the sophisticated tactics that are being used online to incite action. If you donrsquo;t think your company is at risk, then maybe you do need to wake up and smell some coffee.The book then shows you how to identify possible threats before they might happen. He quotes, The Art of War author Sun-Tzu: "If you know your enemy and know yourself, you need not fear the result of a hundred battles." And most helpful, Pownall walks you through how to manage incidents and handle crises.The key to doing both? Have a plan. And remember that having a plan is not what makes the difference, but the planning process is. Or as General Eisenhower famously said Idquo;'plans are useless, but planning is useful.rdqquo;'If you just follow the template in the book for developing a plan, you will be much better prepared to manage your online reputation.And your blood pressure will probably drop as well.And, to listen to an interview with Charlie Pownall about *Managing Online Reputation*, visit MarketingBookPodcast.com0 of 0 people found the following review helpful. Great book for both reporters and PRs!By Nikki SunOnline reputation is an area that many companies have overlooked but it has been proved extremely important to company's image in the modern world, and many have learned through bitter experiences.Charlie's book tells the classic reputation meltdown cases involving online communication vividly and provides systematic suggestions on how to prevent them from happening.It is a helpful book for both PRs and reporters who are trying to get their message through in the fast-moving internet world.In this book, Charlie shares many latest PR cases happened in Asia - a relatively immature market, including an insightful comparison on how Malaysia Airline handled its two aviation disasters in 2014 which demonstrated online reputation could be managed by moving fast and being transparent.Reporters nowadays are under great pressure to deliver fresh information to readers through official/personal social network accounts before a polished news article appears on the paper, especially during the major disasters.Official responses from involved companies weigh much more than online runners or commentator's speculations and such burdens pass on to PRs. That's why it is crucial for companies to understand they could gain substantial grounds even the situations are not necessarily in favor of them.Great book for students as well!

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 toolkit of processes and techniques to help limit and respond effectively to negative situations on social media.

"Having been at the centre of a major corporation's reputational meltdown, I find Pownall's insightful and practical understanding into the role of the web and social media, in portraying how a company is perceived by the outside world, a 'must-read' not only for those involved in corporate PR, but for any manager or director who cares about their organisation." - Michael Woodford MBE, Former CEO, Olympus Corporation, and Whistleblower 'In an unpredictable and interconnected world, *Managing Online Reputation* is a 'must-read' for any business leader concerned with the critical issue of corporate reputation. With impeccable credentials in this field, Charlie Pownall provides valuable insights and practical guidance on how organizations can protect and defend their reputations in the social age.' - Stephen Thomas, Group Head of Corporate Communications, AIA Group "Charlie Pownall puts together an invaluable collection of insights and learnings into the strange new world of social media. A good survival guide for PR and communications practitioners navigating their way through the tumultuous landscape." -May Wong, General Manager, Corporate Relations, MTR Corporation 'Managing Online Reputation cuts through the digital and social

hype to provide compelling and incisive insights into the risks of the social web, and sets out a no nonsense, jargon free, practical playbook for dealing with online attacks by irate customers, activists and others. A 'must-read' for anyone and everyone looking to understand how to protect their no.1 asset their reputation today.' -Matthew Stafford, Cabinet Secretary, Government of Australia 'Charlie Pownall's take on how to counter reputational threats is readable and wise. Managing Online Reputation is The Art of Reputation for the digital age." - Keith Schilling, Chairman, Schillings, the worldwide reputation and privacy consultancy 'Guaranteed to generate a lively debate, Charlie Pownall's book provides both provocative and practical strategies to mitigate online reputational risks. At present, this topic is widely misunderstood. This book does more than any other on the market today to clarify the issues and shine a light on the ways forward.' - Leesa Soloudre, Managing Partner, RL Expert Group; Research Fellow, TIAS School for Business and Society

About the Author Charlie Pownall is a communications consultant and trainer with over twenty years' experience in Public Relations, Reputation Management and Social Media. Founder of online reputation consultancy CPC, he led public relations firm Burson-Marsteller's digital capabilities across Asia-Pacific and managed global communications for advertising and marketing group WPP. He started his career as a speechwriter and press officer at the European Commission. Charlie writes extensively on communications and reputation, and speaks regularly at conferences, business events and business schools across Asia and the Middle-East.