



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

*By Charlie Pownall*

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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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### **Editorial Review**

#### Review

"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.

## **Users Review**

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#### **Jack Crawford:**

Now a day individuals who Living in the era exactly where everything reachable by talk with the internet and the resources inside can be true or not require people to be aware of each data they get. How a lot more to be smart in obtaining any information nowadays? Of course the reply is reading a book. Looking at a book can help folks out of this uncertainty Information particularly this Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants) book because this book offers you rich details and knowledge. Of course the details in this book hundred pct guarantees there is no doubt in it everbody knows.

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#### **Jacqueline Morrison:**

The reason? Because this Managing Online Reputation: How to Protect Your Company on Social Media (Palgrave Pocket Consultants) is an unordinary book that the inside of the reserve waiting for you to snap it but latter it will jolt you with the secret this inside. Reading this book next to it was fantastic author who also write the book in such wonderful way makes the content inside of easier to understand, entertaining approach but still convey the meaning completely. So , it is good for you because of not hesitating having this any longer or you going to regret it. This excellent book will give you a lot of benefits than the other book have such as help improving your ability and your critical thinking approach. So , still want to postpone having that book? If I had been you I will go to the book store hurriedly.

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