



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

By Michael Fertik

BRILLIANCE AUDIO, 2015. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. 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 can 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 and one of Silicon Valley's leading futurists will draw on the insider tools, insights, research, and secrets that has made the leading reputation management firm, to show how to capitalize on the trends the Reputation Economy...



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