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Check Out: the latest SCLSNJ biz book review

A book review by Meredith Hoyer, SCLSNJ adult services librarian.

Meredith Hoyer has a Bachelors in American History and a Masters in Library and Information Science and twenty years of experience in public libraries. She is a community focused librarian who believes in a holistic approach to library services, meeting patron needs through the whole life cycle.



The Reputation Economy: How to Optimize Your Digital Footprint in a World Where Your Reputation Is Your Most Valuable Asset by Michael Fertik and David C.

Thompson is the latest title in a trend of books outlining strategies to help business owners and professionals navigate the treacherous waters of online reputation management. In an era when a tweet can end a career and an online rumor can destroy a business, business leaders that are able to exercise control over their online images rise to the top. Fertik, CEO of Reputation.com a firm specializing in digital reputation and privacy management, has built a successful business around just this goal.

The Reputation Economy paints a dizzying picture of how companies are increasingly exploiting big data analysis to automate decisions in areas ranging from loans to hiring to insuring. Fertik extrapolates current practices to predict a near future when it won't be enough to have a good credit history and a professional, polished online presence. According to Fertik, companies are increasingly analyzing everything from employees' personal purchases to internet search history along with a myriad of other factors which will be distilled into a "reputation score" that could save - or sink - your business.

The author almost makes his case too well and the second half of the book, covering tips for optimizing your digital footprint, doesn't quite feel like a strong enough defense against the overwhelming power wielded by big data outlined in the first half of the book. Still, Fertik offers innovative strategies for owning your reputation, manipulating the system in your favor, and defending against potential threats, making this a worthwhile read.

For another perspective on digital reputation management for businesses or professionals, check out *Digital Assassination: Protecting Your Reputation, Brand, or Business Against Online Attacks* by Richard Davis and Mark Torrenzano W. New York : St. Martin's Press, [2011] or, if you really want to be terrified by the professional downfalls of good people who tweet dumb things, read the upcoming book *So You've Been Publicly Shamed: A Journey Through the World of Public Humiliation* by Jon Ronson. Penguin Group USA 2015.



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