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An Insight into Reputation Management by James Blee

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The fact the services and products can be marketed to a huge number of people worldwide has been making the internet one of the most highly sought out platforms for all forms of businesses. However, when it comes to offering services online, there are several risk factors involved as well. This is because negative or false reviews can easily be posted or published on the web that can hinder the growth of the organization and affect the fame and reputation of the concerned. This is why business owners are commonly forced to think of Reputation Management to overcome such problems of negative publicity.

The business owners understands that negative campaigning can happen at any stage without any proper reason as all of these fake reviews are manipulated and manmade with an intention to malign the organization. So, through reputation management what companies try to do is to safeguard the reliability and mass preference by productive positive campaigning of the services and products. What it does is that it stands as a fitting reply to negative campaigning which in turn reduces the chances of damage.

Reputation Management is of various types which vary from one business to another. . The commonest of all is the online reputation management. This mode tries to put up a strong resistance to negative reviews by continuously coming up with positive reviews to convince the prospective clients regarding the reliability and standards of services.

Apart from online reviews, negative publicity can also be countered through online crisis aversion strategies. These strategies are primarily proactive as well as reactive ways of dealing with adverse scenario. All these factors collectively makes this process of positive campaigning a highly effective way of safeguarding the fame and brand name of businesses.

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