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Corporate Reputation Management- Much Needed by [James Blee](#)

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With the amount of information that is available online, the views of the people are affected by what they read and see online. If you go to any customer forum online and skim through the discussion on any product ranging from perishable, non-perishable foods, FMCG, oil prices and the like, you did notice the abundant amount of feedback that is available for the customer to read and form an opinion of particular brands. Even though the customer will be having a different opinion about the particular brand but will thereafter change his or her notion based on what is read on the forum. No one likes to experiment when experienced hands are telling you good, bad and the ugly side of the product.

Now that online forums are turning out to be strong pitch for products to be made a hit or a flop, the need of the hour for the business firms is to have an online corporate reputation management.

Such management services do help in building reputation of the businesses and maintaining them. It also helps to boost the customer base of the product. Mostly what the reputation management services do is that they will fill the online space with positive comments, wherever needed. If the competitor has placed a negative comments that is drawing huge response the management services do put the foot down and respond to those remarks.

Also now, with social networking websites turning out to be the real deal in marketing, it is prerogative of any brand to be visible in the online scene. Thus, the corporate reputation management ensure that they have product is connected with the young and old and is up to the scratch with the competitors.

Hence, such management services are of great importance for the business firms and something that cannot be avoided.

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