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The phenomenal effort that goes in to launching any business can be blown apart by slanderous or negative comments about the firm. This could either be through word-of-mouth or by using the medium of Internet. Web technology has grown many folds. Not only has Google, yahoo got answer for any search, but now there are a plethora of blogs, discussion forums and social networking sites like FacebookFace book, Orkut, Twitter. All these websites provide for chat, debates on any subject under the sun and the generated content thus become reliable information for a new customer.

When a new customer makes a search to check for a review of a new product, the good, the bad, the ugly side of it will be available at buyerâ€™s perusal. The negative comments may or may not be giving the true picture of how the company truly functions. And it is in such a scenario that online reputation management firms step in and minimize the damage. What happens is that someone might have had a bad tour guide who did ruin the trip or the vacation, he or she may then vent anger against the company as a whole for the faulty of one particular tour guide and post comments not just on the firmâ€™s website but also on various discussion forums and advise others against opting for the travel company for a holiday package.

What Reputation Management firms do is recovery process that is to curtail the bad impression and turn it in to a good one by online publicity. By blogging, writing positive reviews, commenting for the firms in discussion forums. Another method followed by online reputation management is to maintain the goodwill of an established company, so that they are not hit by any negative publicity. For start-ups what reputation management firms do is to build relationships with customers through social networking sites and build reputation of the firm.

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