

Title Information

ManipuRATED

How Business Owners Can Fight Fraudulent Online Ratings and Reviews

by Daniel Lemin

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Small businesses today live or die by their reputations on Yelp, CitySearch, Angie's List and other online ratings and reviews sites. Online reviews can make or destroy a new deli, salon, café or boutique in the very first weekend of business. Few business owners understand that their business can be permanently destroyed by a few bad reviews, and even fewer know the skills and tactics to effectively manage their online reputations.

ManipuRATED offers business owners a guide to understanding how online review sites really work — and more important, how they can turn the tables and make online reviews an asset to their businesses.

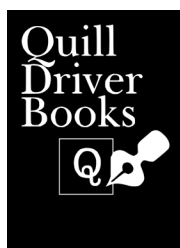
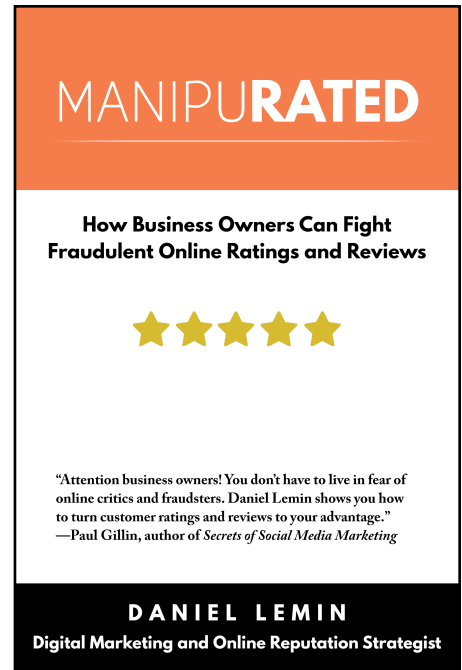
Online reputation strategist Daniel Lemin brings transparency to the opaque world of online reviews, where reviewers may not be real people, undocumented algorithms decide which reviews to highlight, and review site operators frequently demand payment for good reviews. *ManipuRATED* exposes the shady manipulations that underlie the multibillion-dollar industry of online reviews and explains how the online reviews system is systematically biased against the businesses it covers.

ManipuRATED gives business owners the strategy and weapons they need to fight back against the corrupt online ratings system. *ManipuRATED* presents a step-by-step plan for improving online ratings. *ManipuRATED* teaches business owners how to track what people are saying about their businesses online; how to make every review, good or bad, a marketing asset; how to respond to reviews — and when not to; how to recruit your best customers to write fresh reviews; how to publicize good reviews; and more.

Both a warning and a call to action, *ManipuRATED* is a must-read for all small business owners who depend on online reviews.

Audience: Small business owners, independent professionals and online marketers.

About the Author: An early Google hire, **Daniel Lemin** was one of the first pioneers to realize the importance of online reviews to small businesses. Lemin is an acknowledged expert on digital marketing, public relations, and reputation management and is a consultant for prominent Fortune 500 companies.



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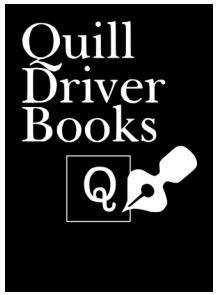
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Is your business at the mercy of online reviews? New book *ManipuRATED* shows business owners how to fight the online ratings machine and win

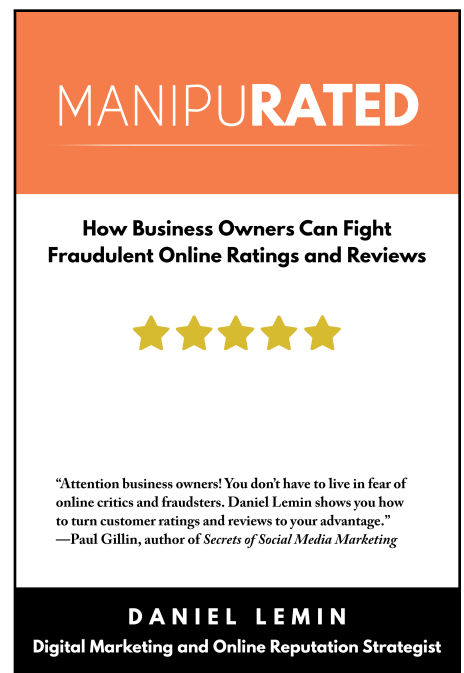
“You don’t have to live in fear of online critics and fraudsters. Daniel Lemin shows you how to turn customer ratings and reviews to your advantage.”
—Paul Gillin, author of *Secrets of Social Media Marketing*

In today’s hyperconnected world, small businesses live or die by their reputations on Yelp, CitySearch, Angie’s List and other online ratings and reviews sites. Online reviews can make or destroy a new deli, salon, café or boutique in the very first weekend of business. Few business owners understand that their business can be permanently damaged by a few bad reviews, and even fewer know the skills and tactics to effectively manage their online reputations.

Online reputation strategist Daniel Lemin warns business owners of the dangers of online ratings — and provides a strategy for taking control of their online reputations — in his new business book *ManipuRATED: How Business Owners Can Fight Fraudulent Online Ratings and Reviews* (Quill Driver Books, December 2015).

ManipuRATED offers business owners deep insight into how online review sites really work — and more important, how they can turn the tables and make online reviews an asset to their businesses.

Online ratings are a highly dangerous threat to small businesses, because, as *ManipuRATED* documents, the online reviews system lacks accountability, transparency and integrity. *ManipuRATED* rips the lid off the manipulations that are rampant in the online reviews industry, where reviewers may not be real people, undocumented algorithms decide which reviews to highlight, and review site operators frequently demand



payment for good reviews.

ManipuRATED explains how online reviews empower anonymous cyberbullies to write malicious reviews with no verification, while giving business owners few chances to contest false reviews.

And negative online reviews hurt business owners directly on the bottom line. The online review sites are now the first place where consumers even hear about your business. In other words, you don't get to make the first impression on your customers; anonymous reviewers tell customers what to think about your business before you ever get a chance.

But business owners can fight back against this corrupt system, and *ManipuRATED* gives business owners the strategy and weapons they need to defend themselves against the online ratings machine. *ManipuRATED* presents a proven step-by-step plan for improving online ratings and reviews.

In *ManipuRATED*, business owners will learn:

—How to track what people are saying about your business online.

—How to make every review, good or bad, a marketing asset.

—Why the people who complain the most might be your best customers, and how directly addressing these customers' complaints can turn a bad impression into a marketing opportunity.

—How to respond to online reviews — and when not to.

—How to recruit your best customers to write fresh reviews.

—How to publicize good reviews to get the maximum value from your customers' appreciation.

ManipuRATED alerts small business owners to the most dangerous threat to their business and empowers them to defend, control and enhance their business's online reputation. Both a warning and a call to action, *ManipuRATED* is a must-read for all small business owners who depend on online reviews.

Book Details:

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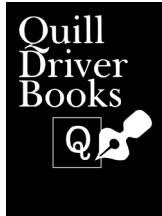
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About Daniel Lemin

Author of *ManipuRATED*



Daniel Lemin is a respected authority on the reputation industry. An early Google hire, Lemin was one of the first pioneers to realize the importance, impact, and power of online ratings and reviews on small businesses and the ongoing struggle business owners have with their online reputations. Lemin is an acknowledged expert on digital marketing, public relations, and reputation management and is a consultant for prominent Fortune 500 companies, including Nestlé USA, Procter & Gamble, Hilton Hotels, Sony, Suzuki Motors, Munchkin, and Best Buy. Lemin is also a senior strategist with the consulting firm Convince & Convert, a regular contributor to the Convince & Convert marketing blog, rated the number-one content-marketing blog in the world, and a frequent speaker at industry events and trade shows. Lemin holds an M.A. in communications and leadership from Gonzaga University.



For more information on *ManipuRATED* (Quill Driver Books, December 2015) or to arrange an interview with author **Daniel Lemin**, please contact Jaguar Bennett at Quill Driver Books, (800) 345-4447, Publicity@QuillDriverBooks.com.