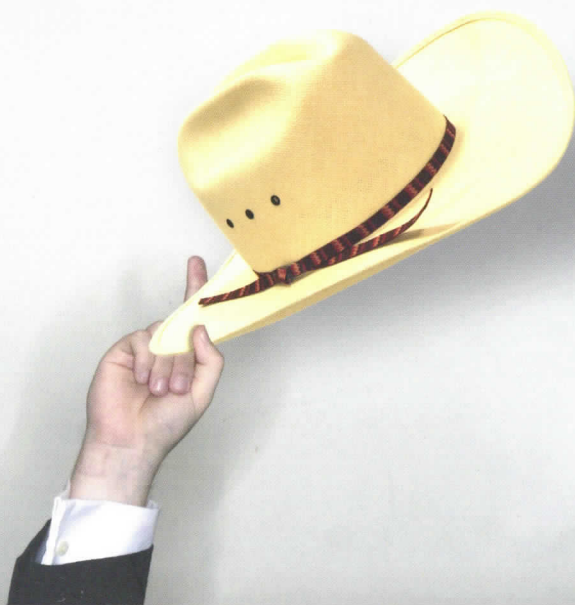


# WILD WEST 2.0

HOW TO PROTECT AND RESTORE YOUR ONLINE  
REPUTATION ON THE UNTAMED SOCIAL FRONTIER



MICHAEL FERTIK & DAVID THOMPSON

“An excellent guide to safeguarding reputation from the perils of the open, wild, and often rough-and-tumble Internet. Fertik and Thompson offer sage advice for how people can protect themselves against gossip, falsehoods, bullying, and other online threats.”

— **Daniel J. Solove, author of *The Future of Reputation: Gossip, Rumor, and Privacy on the Internet***

“The Internet does not forget. In an age of comprehensive digital memory, *Wild West 2.0* offers not only first-rate analysis, but real-world practical tips on how to defend your reputation and survive the digital memory storm.”

— **Viktor Mayer-Schönberger, author of *Delete: The Virtue of Forgetting***

“*Wild West 2.0* should be mandatory reading for businesses—especially in these wild days of social media playing the role of Billy the Kid. Conducting business online without this book is like facing a gang of desperados with nothing but a cap gun. I recommend it highly to guerrilla marketers everywhere.”

— **Jay Conrad Levinson, the father of guerrilla marketing and author of the *Guerrilla Marketing* series of books**

“The Internet is a fast, convenient source of false information. Read *Wild West 2.0* to find out how to protect yourself.”

— **Gregg Easterbrook, author of *Sonic Boom***

“*Wild West 2.0* is a wake-up call to parents everywhere. The Internet is our children’s new playground, fraught with online bullies and attackers. Fertik and Thompson remind us that we need to supervise them on this new frontier, and provide tips on how to take action if our loved ones are harmed online. A must-read for anyone with a computer, an Internet connection, or a family to protect.”

— **Dr. Michele Borba, Ed.D., author of *The Big Book of Parenting Solutions: 101 Answers to Your Everyday Challenges and Wildest Worries***

“Your business reputation and personal privacy are at risk in ways you never thought possible. *Wild West 2.0* compellingly explains the risks and blind spots created by the ‘social Internet,’ and teaches individuals and businesses how to succeed in the new cyberworld.”

— **Drew Bartkiewicz, author of *Unseen Liability: and vice president of Cyber, Technology, and New Media Risks at The Hartford***

“Do you know what Google Truth or the Streisand Effect are? You will and you should. Read this book and prepare yourself for the trench warfare that is *Wild West 2.0*.”

— **Timothy Ferriss, #1 *New York Times* bestselling author of *The 4-Hour Workweek***

“Michael Fertik and David Thompson have produced an invaluable guide for anyone who is concerned about their reputation in the brave new world of the Internet.”

— **Jimmy Wales, founder of Wikipedia**

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