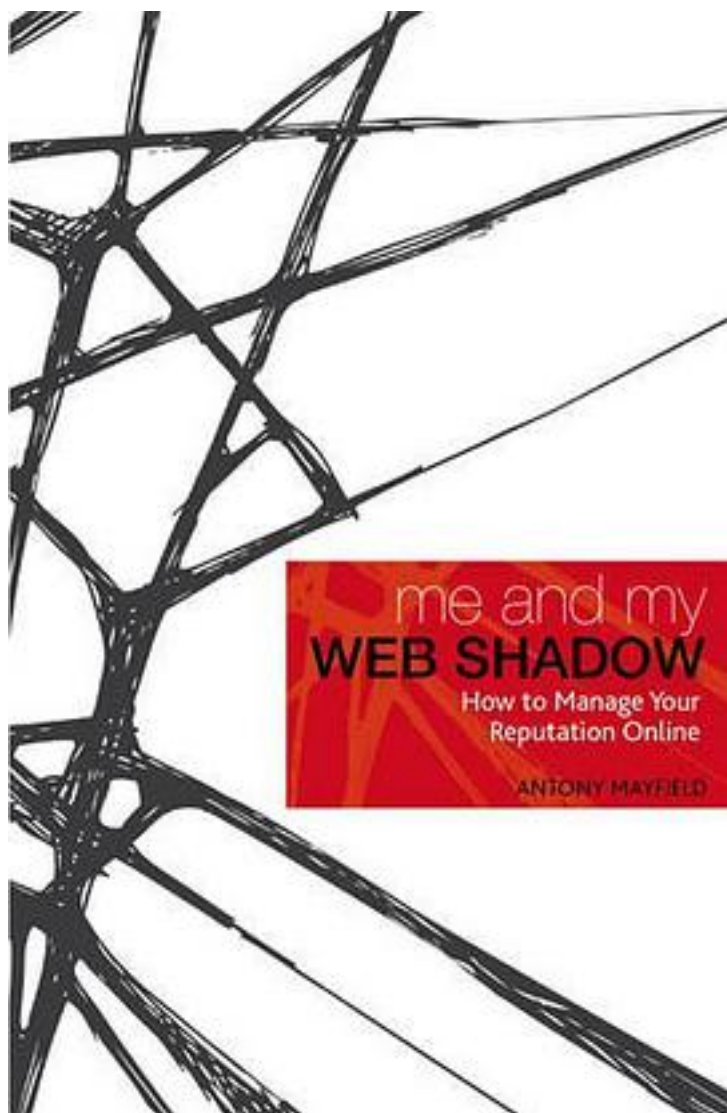# Me and My Web Shadow

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著者:Antony Mayfield

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Social networking on the web has vastly increased the amount of personal information available for nearly anyone to see. This information, once out of your control, can link details of your personal and work life to neighbors, co-workers, potential business associates, and even dating prospects! While most books give advice about the benefits of social networking and how to use Google, MySpace, and Facebook, this is the first book to address how to understand and manage what people see

when they look for you online and how to protect your online "shadow." The author is a world-renowned digital expert who has worked with clients such as Coca-Cola and Toyota in shaping their online reputation and can help social networkers, business owners, corporate PR specialists, academics, and journalists develop a personal action plan to:

· Set up and manage your online reputation in social networks and the wider web.

· Protect yourself from identity theft, account hijacking, and cyber-bullying.

· Create career and business opportunities by taking part in select social networks and online communities while understanding how associating with these groups can affect your work and personal life

作者介绍:

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