



Manipulated: How Business Owners Can Fight Fraudulent Online Ratings and Reviews

Daniel Lemin

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Manipulated: How Business Owners Can Fight Fraudulent Online Ratings and Reviews Daniel Lemin *Manipulated* is a manifesto for business owners struggling against an **online ratings and reviews industry** that is **holding their businesses hostage** through manipulative practices. *Manipulated* uniquely combines an exposé of the shifty inner workings of this industry with a step-by-step playbook to empower the 30 million American business owners desperately trying to fight back. In today's hyperconnected world, business owners are confronted with the challenge of managing their online reputation right out of the gate. The first weekend for a new deli, salon, café, or boutique store can be make-or-break with online reviews. Few business owners understand that amazing businesses can be permanently damaged with a few bad reviews. Managing a reputation online requires skills and tactics that are not always intuitive to business owners, and is made more difficult by the presence of fraudulent and fake reviews. *Manipulated* gives business owners an insider's view of how the multibillion-dollar ratings and reviews machine systematically stacks the cards against them ? and more important, empowers business owners to fight back with a six-step playbook to defend, control, and enhance their business's online reputation. Both a warning and a call to action, *Manipulated* is a must-read for *all* business owners who depend on online reviews.

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