



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. *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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