



You Are the Product: How to Survive and Thrive in the Era of Reputation Economics

By Joshua Klein, Josh Klein

Palgrave Macmillan. Paperback / softback. Book Condition: new. BRAND NEW, You Are the Product: How to Survive and Thrive in the Era of Reputation Economics, Joshua Klein, Josh Klein, As the internet has increasingly become more social, the value of individual reputations has risen, and a new currency based on reputation has been created. This means that not only are companies tracking what an individual is tweeting and what sites they spend the most time on, but they're using this knowledge to predict the consumer's future behavior. And a world in which Target knows that a woman is pregnant before she does, or where a person gets a job (or loses one) based on his high school hijinx is a scary one indeed. But what if there were a way to harness the power of these new technologies to empower the individual and entrepreneur? As Joshua Klein's "You Are the Product" shows, " " what if it turned out that David was actually better suited to navigate this new realm of reputation than Goliath? And what if he ushered in a new age of business in which reputation, rather than money, was the strongest currency of all? This is all currently...



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