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## YOU ARE THE PRODUCT: HOW TO SURVIVE AND THRIVE IN THE ERA OF REPUTATION ECONOMICS

YOU ARE THE PRODUCT  
HOW TO SURVIVE—AND THRIVE—IN THE ERA OF REPUTATION ECONOMICS  
BY JOSHUA KLEIN

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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...

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- Authored by Joshua Klein, Josh Klein
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