**New Book Explores Epidemic**

**Of Online Customer Assaults on Businesses**

Every day, millions of people use the Internet to complain about the companies they do business with. They gripe on blogs and Facebook. They amplify their messages and gather support with Twitter, Reddit and Change.org. They express outrage in YouTube videos. They write critical reviews on Yelp, TrustPilot and dozens of similar services.

Social media has transformed customer activism, and organizations of all kinds are being forced to make hard choices. Responding to each criticism can be an overwhelming task, but ignoring dissatisfied customers can turn a brushfire into a four-alarm emergency.

Recent research has shown that 70% of large companies have experienced attacks on their reputations during last two years. Brands like Procter & Gamble, McDonald's, Progressive Insurance, Nestlé, Chick-Fil-A, Susan G. Komen for the Cure and Johnson & Johnson have all been targets. So have countless of small and midsize businesses that have struggled to deal with the powerful new influence of customer reviews.

*Attack of the Customers* is the first book to explore the dynamics of customer activism in today's democratized media world. It offers practical, actionable avoidance and response strategies for business executives and professional communicators. It also outlines an eight-step process to building an attack-proof culture that centers on customer satisfaction.

Readers will learn:

* Why common business responses to customer complaints often make matters worse;
* Why complaining customers can be some of an organization’s most valuable assets;
* How vocal critics can be turned into raving fans with an active response strategy;
* How to manage and respond to comments on customer review sites;
* Customer support strategies for Facebook and Twitter;
* How to organize a team to identify and respond to attacks in minutes; and
* How to create a culture that puts customers first.

Written by award-winning author Paul Gillin and customer relationship management pioneer Greg Gianforte, *Attack of the Customers* is a how-to guide to the new dynamics of customer engagement. The book is available through major online retail outlets and in Amazon Kindle format. Learn more at [AttackOfTheCustomers.com](http://www.attackofthecustomers.com).

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