



Trends, Tips and Lessons Learned

April 2014

Letter from the President

We hope the first quarter of 2014 was as successful as you had hoped. For this newsletter we wanted to give you our perspective on the rise of online reputation management companies. We hope you find this useful.

Within the next few weeks we will be contacting you and asking you to participate in a survey we are conducting to understand how we can address your needs. We conducted a similar survey of CFOs about two years ago and found that almost 40% of CFOs of private equity firms said they have had to address fraud in their business transactions. We would like to now take a look at what you have seen and the fraud risks you perceive in your upcoming deals. All responses will remain anonymous. We will furnish results of this survey to all who participate.

Thank you for your continued business.

Sincerely, Ken S. Springer
President

kspringer@corporateresolutions.com

As always check out our blog and follow us on Twitter [@corpresolutions](https://twitter.com/corpresolutions).

Our Perspective on Reputation Management Companies

The Internet is everyone's first stop when seeking information – for news, for fun and for researching people and companies. As the Internet has become a place where negative reviews and commentary can surface about something or someone there has become a rise in "reputation management" companies – companies that claim to hide the Internet negatives and pump up the positives. With the presence of these new companies, how can you trust what you find in an Internet search?

The answer is you cannot. Brand.com, reputation.com and others like it have found ways to alter the Internet landscape and hide what is really going on. If someone has been involved in something controversial and wants it hidden from the world, brand.com can assist. If your company had terrible reviews by consumers, reputation.com can help push those reviews to be on the 3rd or 4th pages of a Google search (the equivalent of Internet Siberia). These changes prove that before you do a deal or make a new hire, you cannot rely on what you find online. Background checks use primary and secondary sources, information that is public record and cannot be altered, to compile a complete and accurate profile of a person or a company. We do not just gather the information; we examine it. We cross-reference data as it is researched to ensure the veracity of the information and guarantee that what you know before you make a decision is what really happened...not what other people want you to believe.

About Corporate Resolutions

Corporate Resolutions Inc. was founded in 1991 and is headquartered in New York City, with additional offices in Hong Kong (Asia-Pacific), London (Western/Eastern Europe), Miami (Latin America/Caribbean) and Boston. Corporate Resolutions conducts background checks and business investigations globally and offers a suite of investigative solutions including background checks, Ethics Hotlines, FCPA investigations, business intelligence and Anti-Money Laundering (AML) compliance reviews. Our professional staff is comprised of former FBI and US Customs Agents, white-collar investigators, intelligence analysts, public record specialists and investigators both nationally and internationally. Ken Springer, President and Founder of Corporate Resolutions Inc., is a former FBI agent who, along with Joelle Scott, Director of Business Intelligence, recently published *Digging for Disclosure: Tactics for Protecting Your Firm's Assets from Swindlers, Scammers and Imposters*. www.corporateresolutions.com.