



## PODCAST: Advertising & Customer Engagement in the Digital Age - Customer Reviews and Response

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Would you like to re-post or otherwise use reviews left by customers? Is there a way to make sure customers don't post bad reviews? What can a company do to protect itself from inappropriate or irrelevant content? Are there any platform specific requirements our company needs to be mindful of when wanting to use a customer review (or request that a review is removed)?

Join Amber Duncan and Rob Van Arnam on the latest episode of *Trending Now - An IP Podcast* to learn more about the good, bad, and ugly sides of customer reviews.

### Related People

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