For the Love of Books

**The most technologically efficient machine that man has ever invented is the book.**

–Northrop Frye

# [Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices](http://www.amazon.com/Establishing-Managing-Protecting-Online-Reputation/dp/0988304058/ref=sr_1_1?s=books&ie=UTF8&qid=1374139033&sr=1-1)

Kevin Pho M.D. & Susan Gay

Online health information combined with social media channels like Twitter and Facebook has created a new generation of patients. They are empowered. They have a voice in their own care that they never had before. And more are using social media and physician review sites to choose their doctor or medical practice. Given these stakes, you can't afford to leave your online reputation to chance.  
  
Kick off your social media efforts today with **Establishing, Managing, and Protecting Your Online Reputation: A Social Media Guide for Physicians and Medical Practices**, a comprehensive resource not available anywhere else. In addition to unique insights from practicing physician and social media pioneer Kevin Pho, MD, this book offers doctors a step-by-step guide on how to use social media to manage an online reputation. It also provides insider tips on how to respond to online ratings and a guide to work with all of the major physician review sites.

[Writing to Heal](http://journaltherapy.com/journaltherapy/journal-cafe-3/pennebaker-book)

James Pennebaker

Published by the [Center for Journal Therapy](http://journaltherapy.com/journaltherapy/).

The simple act of expressing your thoughts and feelings about emotionally challenging experiences on paper is proven to speed your recovery and improve your mental and physical health. This book, written by one of America’s most distinguished research psychologists, guides you through a brief, powerful series of directed writing exercises you can do right in the book. Each will leave you with a stronger sense of value in the world and the ability to accept that life can be good–even when it is sometimes bad.