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Nota di contenuto	Foreword / by Chris Swecker -- How were you exposed? -- Peekers and gawkers : who is looking at your online persona? -- Behavioral targeting -- Self-examination -- Time to get dressed -- Protecting identity in a crisis : identity theft and defamation -- Branding your public persona -- Your right to be forgotten and to complain online -- Dress for career success -- Don't forget the kids -- Turning off the lights : choosing to be invisible online -- Notes -- Index -- About the authors.