1. Preventative Strategies
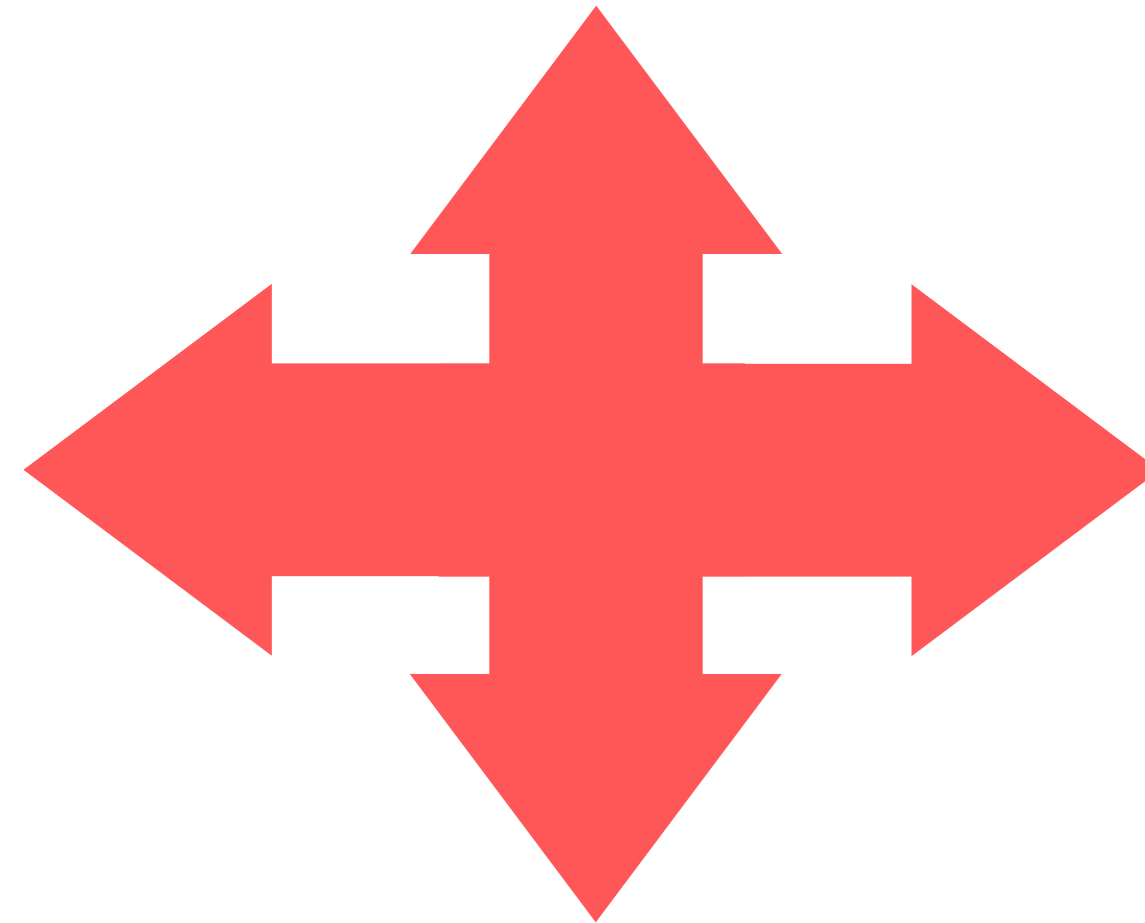- Minimize service & product failures
- Maximize customer satisfaction

2. Protective Strategies
- Instruct in online protocol
- Encourage private, rathe than public responses
- Request filtering and removal of vexatious reviews

3. Positive Strategies
- Encourage, reinforce, display, and strategically deploy posutive reviews

4. Palliative Strategies
- Build coping resources
- Enlist social support
- Encourage favorable re-appraisals
- Soften stress symptoms