Managing the Unavoidable

Building a brand in the Blogosphere

Jory Des Jardins
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Pause

Jory's thoughts while sitting still ... "Hi L, this is Jory Des Jardins. I have to be brief because it's my husband's birthday." This elicited a scoffing ... www.jorydesjardins.com/ - 81k - Cached - Similar pages - Note this

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Jory Des Jardins | BlogHer

Jory Des Jardins is a media consultant, and co-founder of BlogHer. She writes on women's business issues, marketing, blogging, and entrepreneurship for ... www.blogher.com/member/jory-des-jardins - 26k - Cached - Similar pages - Note this

studio.jory.org | Home |

studio Jory org is a full-service audio production facility located in Fairfax. California. The studio is aimed at producing high quality sound for ... studio lory org/ - 14k - Cached - Similar pages - Note this

Fortunately, Jory Squibb, who was content to look a bit like an eccentric Yankee, has no plans to mass produce the three-wheeler " ...

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Jory's Apple Icon Garden Adventure

Jory's Apple Icon Garden Adventure is the only tour of the Apple Icon Garden on the web! In fact, it is now the only tour anywhere, since Apple removed the ... icongarden jory org/ - 3k - Cached - Similar pages - Note this



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BY SEWILLIAM

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BY OTHER WRITING



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The sick saga continues...

Last month, I wrote about a fun little surprise I found in my mailbox--and no, it wasn't from the Publishers' Clearinghouse. It was my quarterly credit report, and the first indication that some schmuck has been traipsing about Pacific Heights using a credit card in my name.

Needless to say, if I ever find out who has rung up (now) 58,700 in my name I will press charges. But what can I do to Chase, the banking behemoth who has handled this rather big mishap by criminalizing me instead of figuring out how their system failed?

I had a Chase Visa card years ago. Perhaps that was why it was so easy for someone to send in a credit card application that was sent to me and apply for the card. At least, that's what the myriad people (ive spoken to at Chase seem to think happened. Still, the charges on the card are recent, and I haven't used my Chase Visa for years, so why didn't a sudden surge of eight grand in expenditures tip anyone off? I've never had much more than two grand on my card at any one time. I've been called by credit card companies investigating far less-suspicious purchasing activity.

And, if what they think happened was the actual scenario--someone intercepted my mall--wouldn't the identity thief need to call from my home phone number to activate the new card? Shame on Chase if they don't require home-phone activation-that would mean they are declaring an open season on more credit card fraud.

If they did require a phone activation this person would never have been able to use my card. Why? Because I have not been living at the residence on-record for over four years!

When I called Chase about the incident (waiting a collective amount of several hours in between calls--who woulds thunk that connecting with the fraud department and the person who could fax me my paperwork would require an extra hour of phone time? And I never received the paperwork by the way) I was required to give Chase my new address and phone number, so that I could file a fraud claim. Little did I know that I have now invited the Chase collections department to send me ever-growing credit card bills and call my house every other day seeking payment.

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"Chase Visa: Quit Harassing Me!"

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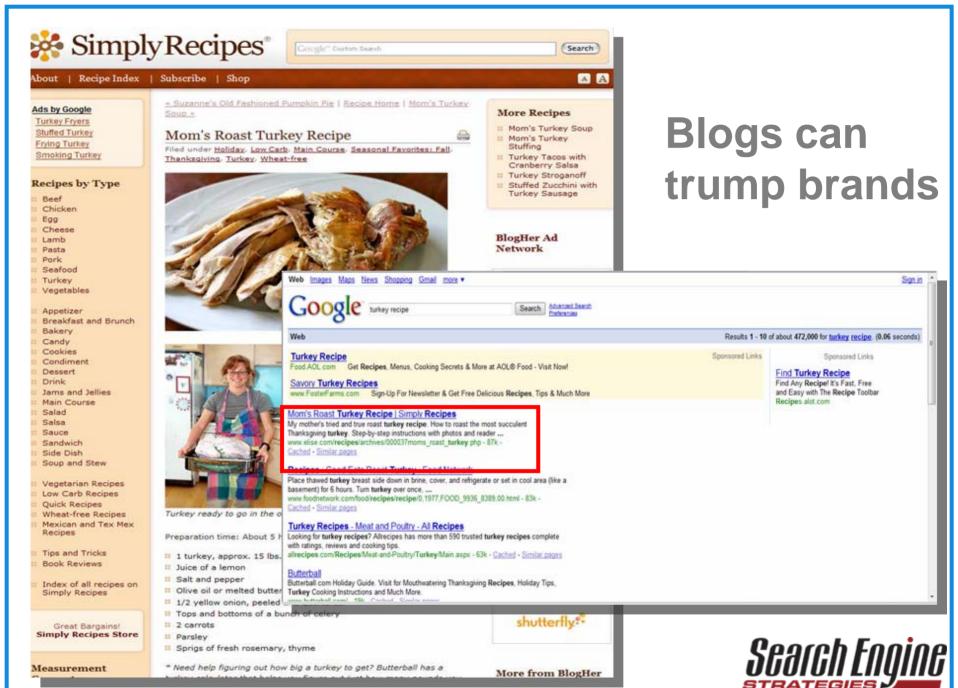
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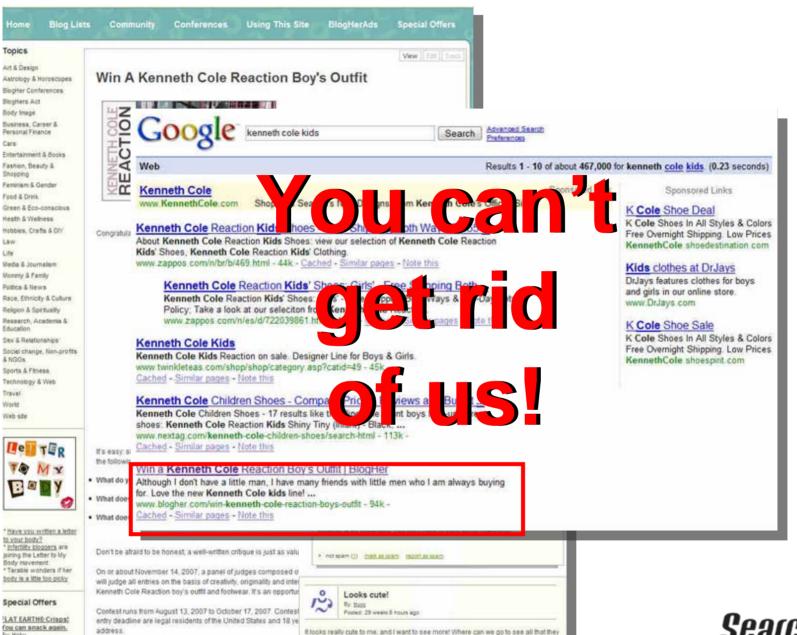
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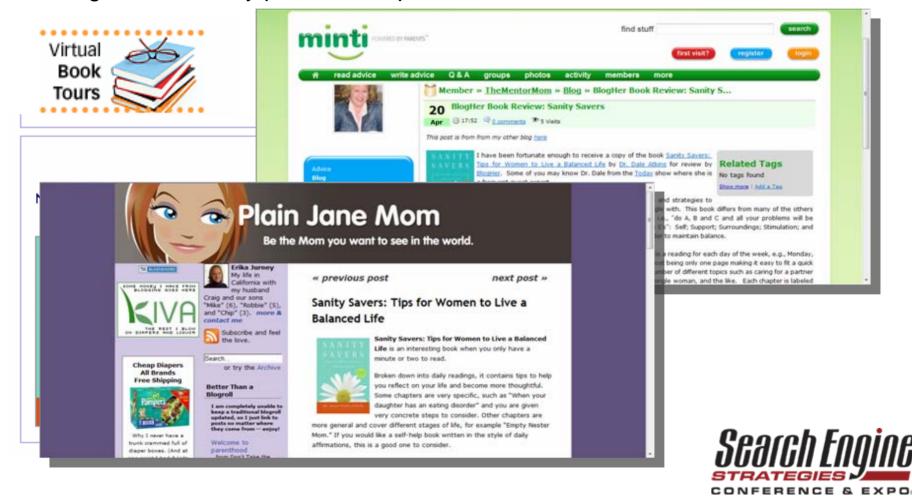
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(Click here for complete contest rules)



The Review Myth

If I release my brand to the Blogosphere, all hell will break loose. One nasty thing said about my product and poof—I've committed brandicide.



Consider aligning with positive themes in the Blogosphere



Get the Feed! BlogHers ACT Canada

Photos

Inside the box was a Milano travel bag, lime green with fuscia straps. It's a really good quality bag, and I'll probably take it with me to Chicago since the only toiletry travel bag I have looks like something your Uncle Arthur would take BlogHer Ads

BlogHer Ad Network

Small Change. A World Of Difference.





Consider no-strings-attached experiences



Just remember ...

- Avoidance is not a strategy
- When in doubt, ENGAGE!
- If touchy feely just isn't in your DNA,
 play defense



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