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In addition, ConsumerAffairs receives tens of thousands of reviews every month, so we use intelligent software that helps us filter fake or spam reviews for our users. This software uses many factors and variables to determine which reviews are from legitimate consumers, and which are fake and/or were created in the direction the company is being considered. If you would like to leave a review and share your experiences, please visit our view submission page here. Many corporate executives in their quest to get on the Web 2.0 bandwagon remind me of waffling politicians. Of course, they start spouting right lingo, but when it comes to following through, be careful. The latest example is Hewlett Packard. Here are SVP and CMO's Mike Mendenhall speaking at the recent Association of National Advertisers (ANA) annual master marketing conference. Thanks to Media Post's Carl Greenberg for capturing the conversation: How do we attract customers by effectively controlling the brand's reputation? Mendenhall asked at the ANA meeting. Not only should marketers control blogs and news sites constantly, he says, they need to go even further. You want to look at the creation forums to attract customers and critics who are the same. You can't afford to miss it. Sounds great, doesn't it? Sorry, Mr. Mendenhall. At least in the case of this customer, you are far short. A little bit back I blogged about your company, directly emailed your CEO and got drunk with my blog feed on Twitter and Facebook about seemingly never ending the problems that I experienced - and I still experience - with your customer service. Meanwhile, I'm still waiting for someone to reach out to me. And here I am blogging for the second time about your company when, if someone took a moment to respond, HP could instead be singled out as an example of social media engagement rather than ne're-doing well. What did I get for my troubles? Not so much. Finally, after a series of back and forth emails from an HP PR person, I got a call from someone in corporate support who directed me to someone else. This person tried to solve my printer and desktop problems but couldn't fix the printer. He assured me that someone from the printing house would come back to me. That was four days ago. And I'm still waiting. And now four weeks, count them four weeks, my problem has not yet been fixed. So much to get HP's attention through social media. Compare that to the online shoe powerhouse zappos, recently selected by Ad Age as Marketer of the Year. Some time ago I blogged about zappos and seemingly one second after I posted, the CEO of zappos followed me on Twitter. Now, the CEO himself may not be personally following me, but someone in his state at least has the mind to monitor what is being said about the company. Despite all the problems with HP, which I'm sure will eventually find its footing, the company is still further away than the totally ignorant Iand1. Every day I get a survey form asking me to evaluate the company's online hosting customer service. I sometimes think that these forms are generated to create a busy for someone, since I rarely (Lexus is one exception) had the company contact me in response to everything I wrote. I have rapped Iand1 on its review since my email hasn't worked properly since I transferred my domain to its servers a few months ago. What is the answer to my responses to the survey? A few days later I get another poll asking for my opinion. Meanwhile, is the company monitoring cyberspace? Enter Google corporate address Iand1 and the blog appears to detail the negative experiences of people (including mine) with the company. Did anyone get an answer? You know the answer to that question. Don't worry emailing the company's department complaints on complaints@Iand1.com. I have tried several times and never received a courtesy reply. Now, I don't want to unfairly single out these companies. I'm sure many others are doing the same, if not worse. For some reason, most companies have misunderstood that instead of simply pouring money into advertising, they should pour money into what on the ground, day in and day out in the lives of consumers. With the democratization of the internet companies can no longer afford lingo spout without following through. Now let's see if anyone is reading this! I'd love to hear from you. What do you think? Wendy Marks, PR and personal branding specialist, Marx Communications tags technorati: self-promotion, career, public relations, personal branding, personal brand, Hewlett Packard, Iand1, zappos New guidelines have put more people in the diagnosis of heart disease, but there are a few simple ways you can avoid one of them. Shares in PinterestExperts say the new guidelines focus more on the problem of heart disease in the United States. Getty ImagesDr. Emilia Benjamin is studying how heart disease affects people, but she didn't think she was one of them. A Boston University cardiologist participated in the study at the hospital where she works and received a reading of some of the test results they did. When I got home and looked at a piece of paper where they had blood pressure, I was shocked, Benjamin told Healthline.She bought a device to measure her blood pressure at home and confirmed that she was consistently higher than she had hoped. But maybe it shouldn't have been so shocking. Nearly half of U.S. adults have some type of cardiovascular disease, primarily high blood pressure, according to the latest annual update from the American Heart Association statistics. Benjamin chaired the committee tasked with writing the report, which was published last week. She may not have realized that she would be a statistic, but this is probably true for many people. The definition of high blood pressure, or hypertension, was changed in 2017 with a reading of 140/90 mmHg. 130/80 and up. And with Americans already battling the high prevalence of heart disease in previous years, the realization that even more of them are at risk leads to calls for new, more coordinated action. This has led to some controversy and confusion, but that doesn't mean that those who had blood pressure between 130 and 140 no longer face health risks. We based the data on hypertension on the risk of cardiovascular disease, and compared to 120/80, 140/90 gave us a double increase in risk, which we considered unacceptable, Dr. Robert Carey, who was co-chair of the committee that wrote the new guidelines, released in 2017, told Healthline.So they lowered the definition for accounting for these dangers. We didn't predict this when writing the guidelines, Carey, a professor of medicine at the University of Virginia School of Medicine, said of the AHA finding that nearly half of adults have heart disease. But if you expand the number of hypertension, then you expect this kind of result. as far as what to do with it, the first thing that changes your lifestyle, especially if you are in an extended category. The vast majority of people in this this have a low risk of cardiovascular disease, and I recommend lifestyle changes, Carey said. This means drinking less using less salt, weight loss if they have a body mass index of more than 25 and generally less sedentary lifestyle, Benjamin said. A lot of times people think they should start running marathons or something, she said. But we're not saying that people should be elite athletes. They just have to move on from a sedentary lifestyle to having some leisure time. Sounds simple. Inactivity has reportedly declined over the past two decades, but 23 percent of adults still say they don't get adequate free time aerobic and muscle strengthening activities, according to the AHA's statistical update. Behind these figures are some more troubling trends. Screen time is growing. According to the report, between 2014 and 2017, the amount of time adults spend using smartphones every day increased by more than an hour. And the rise of children's screen time can be even more troubling. Teenagers use screens for an average of 6 hours and 40 minutes a day, according to previous research, and the AHA warned of the risks to children's heart health from this trend last year. The big, big problem is that we really need to think about what's going on in youth health, Benjamin said. The new report says the prevalence of children with an ideal body mass index (BMI) has fallen from 70 per cent to 60 between 1999 and 2000 and from 2015 to 2016. I don't think we were surprised, but we were disappointed, she said. And then smoking. Adults smoke less, but Benjamin said there has been a very worrying spike in e-cigarette use among teens to combat these growing risks, Benjamin recommends those who are concerned about high blood pressure get a digital blood pressure monitoring device they can use at home. These devices are becoming more accurate and reliable. And if your risk of serious illness is considered high, there are effective medications that can be used. The key is to ensure that such tools are accessible and accessible, Benjamin said, and that's a problem that needs to be addressed at a higher level of the health care system or policy. We have the resources, but we have to make sure people can afford it, she said. This means being able not only to track blood pressure, but to take action in response to numbers when needed. This means access to high-quality health care in both urban and rural areas. And work to address differences in outcomes in terms of health and access for people of different races, ages, places and The AHA report notes, for example, that white men prescribe statins to combat diabetes and high low cholesterol nearly 10 percent more often than African-American men, and more than 10 percent more than whites or or or Women. Carey wants to see a plan that identifies the top 10 or so things practitioners can do to fight the increase in heart disease and then work with the health care system to implement it. This can include simple things such as paying for blood pressure monitors and then getting people to use them. Everyone should unite both at the individual level and at the level of the health care system, he said. A new report finds that nearly half of U.S. adults have some form of heart disease, mostly high blood pressure. The numbers are influenced by the recent expansion of the definition of what constitutes high blood pressure, and Americans have already struggled with heart disease to new numbers. But experts say the broader definition is justified and highlights a growing problem. According to them, it will take individual and all societies to deal with this issue, but for most of us it starts with easy lifestyle changes. Changes.

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