

Veteran Technology Lawyer Presents a New Approach to Protecting Digital Platforms

"Bulletproof Your Marketplace" by Jeremy H. Gottschalk is released with Forbes Books.

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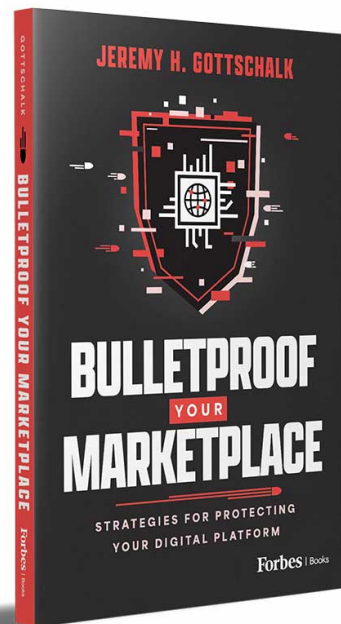
"Bulletproof Your Marketplace: Strategies for Protecting Your Digital Platform" by Jeremy H. Gottschalk is available today [on Amazon](#). The book is published with Forbes Books, the exclusive business book publishing imprint of Forbes.

Online marketplace and digital platform leaders spend incalculable time and energy growing and scaling their businesses. However, as Jeremy Gottschalk has seen too often, many overlook a crucial factor for long-term success—mitigating the risks, liabilities, and legal exposures that could lead to failure.

In "Bulletproof Your Marketplace," Gottschalk—an attorney and marketplace trust and safety expert—offers a comprehensive resource for founders and executives seeking to protect their businesses from regulatory pitfalls and security threats. Expanding on learnings from his Marketplace Risk conferences, Gottschalk's book is the key to building more defensible, resilient and legally sound digital platforms.

Readers will gain a deeper understanding of:

- >>The risks that marketplaces and digital platforms face
- >>Legal strategies and contractual defenses to shield their business from liability
- >>Best practices for trust and safety, terms of use, privacy policies and regulatory compliance
- >>Methods to prevent costly litigation and safeguard their platforms from legal threats



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Jeremy H. Gottschalk releases "Bulletproof Your Marketplace" with Forbes Books.

Whether launching a startup or managing a large-scale marketplace, "Bulletproof Your Marketplace" can help ensure your business thrives while staying protected from needless risks.

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About the Author

Jeremy Gottschalk is the foremost expert on marketplace and digital platform trust and safety, risk management, and legal strategy. An attorney with more than twenty years of experience representing marketplaces and digital platforms, he is the former General Counsel for the online marketplace Sittercity and the founder and CEO of Marketplace Risk (www.marketplacerisk.com), the premier resource for education, networking, and collaboration for marketplaces and digital platforms worldwide. A fierce advocate for the platform ecosystem, Jeremy is the founder and executive director of the Marketplace Industry Association.

About Forbes Books

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Shandi Thompson

Forbes Books

+1 843-414-5600

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