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# **How Charles Wang Should Use Reputation Management, And How He Must Change His Online Reputation**

Reputation management is essential. Just palaver with Charles Wang, owner of the fabled New York Islanders. Well, the once fabled New York Islanders. This was at one point a team that won four straight stanley cups, the only United States based team to do this in professional Hockey. They would have won five had it not been for the younger, faster Edmonton Oilers hockey team, equipped with weapons such as Wayne Gretzky, Mark Messier, Glenn Anderson, Paul Coffey, and defensive weapons such as Grant Fuhr. For Wang though, online reputation should be king right now, if only to make him look less like the evil villain from Zorro.

Since close to the beginning of the decade, the Islanders were bought from Milstein and Gluckstern, and new owners Charles Wang, and Sanjay Kumar gave Mike Milbury, or "mad Mike" as he is accepted, the green light to spend money to bring in players to make the team a success. The attempts had immediately failed, and the team once again sucked. Ever since then the Islanders have been going thru a "rebuilding process" meaning they're going thru a stretch where they acquire good, young, talented players, only to have them traded away right in the middle of their prime. If I were John Tavares, I'd get the hell out.

Another potent problem is the Coliseum. It's ancient, over forty years old, and never ever renovated. The place is most dearly known to by Rangers fans as the Mausoleum, because of how broken and ancient it really is. Granted four stanley cups have come thru here before, and Islanders legends such as Denis Potvin, Mike Bossy, and Bryan Trottier have all skated in this very building and have all gone on to become hockey legends, winning the Islanders four stanley cups in a row. It's amazing how a team that was once the pinnacle of Hockey can now be an endangered team.

The Coliseums bid from Charles Wang was costly. It was not too much to ask however, especially figuring that at first he was willing to pony up the money himself. However thanks exclusively to Katie Murray, Hempstead Town Supervisor, the proposal was shot down. After repeated attempts had failed, it all came down to one vote, August first, 2010 was supposed to be the day that the county decided whether or not to approve the funding of a new Arena for the Islanders to play in. Unfortunately, that proposal was also shot down.

What is true is this, the New York Islanders are now a team that is in limbo. Nobody knows if they're going to stay in New York, or move to other future cities such as Quebec, Kansas City, or even Seattle. What is sad is this, the Islanders are the only United States team to win four stanley cups in a row, and hold the record for the most consecutive playoff series victories at 19 in a row; Something that even the Yankees have never been able to top, might cease to exist as a Hockey team come 2015. Think that over for a minute.

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