

Rajdeep Singh Chauhan world renowned known Reputation Risk Strategist launches Reddit Reputation Dominance

BigBuzz Media Services has announced the launch of Reddit Reputation Dominance, a book by founder Rajdeep Singh Chauhan addressing how brands are represented when AI search tools such as ChatGPT use Reddit discussion as a primary source.



Dubai, United Arab Emirates Jul 11, 2026 ([Issuewire.com](https://www.issuewire.com)) - Rajdeep Singh Chauhan world renowned known Reputation Risk Strategist launches Reddit Reputation Dominance, a framework for managing brand reputation on AI search platforms

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Independent research published in 2025 found Reddit was the most cited domain across large language model search results, ahead of Wikipedia and YouTube, with some AI platforms drawing close to half of their citations from Reddit threads. For brands, this means reputation is increasingly shaped by unmoderated forum discussion rather than press coverage or owned website content, a shift most reputation management strategies were not built to address.

Reddit Reputation Dominance sets out 18 tools for identifying and responding to reputation risk on Reddit before it is absorbed into an AI-generated answer, drawing on Chauhan's DRRle™ framework (Detect, Risk Map, Response Architecture, Influence Control, Evolve Intelligence), developed through BigBuzz's client work across the UAE, India and the US.

"Most reputation teams are still built around monitoring press mentions after a story breaks," said Chauhan. "By the time that happens, an AI model may already have formed its answer from a thread that has been live for months. The work now has to start earlier, inside the conversation itself."

The book is available globally at 247 US dollars, with a 4,999 rupee edition for the Indian market. It is accompanied by a companion workbook extracting all 18 tools into a standalone reference guide.

More information on Reddit Reputation Dominance and the DRRle™ framework is available at <https://bigbuzz.online/reddit-reputation-dominance/> and <https://rajdeepchauhan.com/drrie/>.

About Rajdeep Singh Chauhan

Rajdeep Singh Chauhan is a Reputation Risk Strategist, AI Search Visibility Advisor, and Founder of BigBuzz Media Services (Dubai) and Pulse Business (India). He advises organisations, founders and executives across the UAE, India and the United States on digital trust, answer engine optimisation (AEO), executive reputation and online reputation strategy.

His research examines how AI assistants, search engines, Reddit, online communities and emerging answer engines shape corporate reputation, consumer trust and purchasing decisions. Rajdeep is the author of Reddit Reputation Dominance™ and The Reputation Edge, and the creator of proprietary frameworks including DRRle™ (Detect, Risk Map, Response Architecture, Influence Control, Evolve Intelligence). Through his publications, research and speaking engagements, he helps organisations prepare for the changing landscape of AI-driven search and digital reputation.

About BigBuzz Media Services

BigBuzz Media Services is a reputation management and personal brand consultancy operating from Dubai, with a sister entity, Pulse Business, based in Gurugram, India. The firm works with founders, executives and consumer brands on online reputation management, AI search visibility, PR and crisis response.

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Source : BigBuzz Media Services

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