

managing
CORPORATE
reputations



edited by **ADAM JOLLY**



Managing Corporate Reputations

BPP Learning Media

Managing Corporate Reputations:

Corporate Reputation Ronald J. Burke, Graeme Martin, Cary L. Cooper, *Managing Corporate Reputation and Risk* Dale Neef, 2003 Table of contents **CIM - Managing Corporate Reputation** BPP Learning Media (Firm), 2010

Corporate Reputation Ronald J. Burke, Graeme Martin, 2016-05-13 Increasing media scrutiny global coverage and communication via the internet means corporate reputation can be damaged quickly and failing to successfully address challenges to corporate reputation has consequences Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed According to Ernst Young the investment community believes up to 50 per cent of a company's value is intangible based mostly on corporate reputation So recognizing potential threats or anticipating risks emerges as a critical organizational competence Organizations can regain lost reputations but recovery takes a long time Corporate Reputation contains both academic content along with practical contributions developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery It covers why corporate reputation matters the increase in reputation loss threats to corporate reputation monitoring reputation threats online and offline the key role of leadership in reputation recovery and making corporate reputation immune from threats Any book that is going to do justice to a subject that is so complex and intangible needs imagination depth and range and this is exactly what the contributors bring with them

New Strategies for Reputation Management

Reputation Management Andrew Griffin, 2008 New Strategies For Reputation Management shows you how to take the initiative in strategically managing your business's reputation Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today's information age and reveals a host of new and robust techniques and methods to ensure your company's reputation can withstand the major crises and unforeseen events which may try to engulf it Only 31% of people trust business leaders to tell the truth according to a survey conducted by the Institute of Business Ethics A damaged reputation can have severe knock on effects on the bottom line and most corporates value their reputations accordingly Covering both practical and strategic issues New Strategies For Reputation Management will demonstrate how you can deal effectively with unexpected crises and what strategies you should be implementing to build your company's good reputation at other times With international case studies and hundreds of examples drawn from the author's extensive experience in the field this book is an effective guide to the field which will enable you to manage your company's reputation for success

Managing Corporate Reputation Susan Croft, John Dalton, 2003 Offering practical and expert advice to public relations specialists and consultants this book explains how to manage a corporation's reputation professionally and effectively Provided are tips on managing both internal and external communications and their internal and external stakeholders more effectively Information on integrating communications strategy corporate social responsibility risk analysis and crisis management is included

Reputation Management John Doorley, Helio Fred

Garcia,2025-04-03 The fifth edition of this classic text which was the first on the subject of reputation management gives readers the guidance and skills needed to manage brand and reputation through effective performance behavior identity and communication strategies This edition is updated throughout including current information on digital media new global examples and a renewed emphasis on organizational and environmental sustainability Each chapter again features timely and illustrative cases by the authors and contributions from leaders in the field with new cases in this edition on such topics as COVID 19 artificial intelligence and generative AI Additionally the book maintains its consistent throughline focusing on corporate ethics This fifth edition is a must have reference for students taking classes in public relations management corporate communication communication management and business CEOs business leaders and professionals working in these areas find it a reliable resource for measuring monitoring and managing reputation Online resources also accompany the text Please visit www.routledge.com/9781032577999

Reputation Management John Doorley,Helio Fred

Garcia,2020-07-14 Reputation Management is an established how to guide for students and professionals as well as CEOs and other business leaders This fourth edition is updated throughout including new social media management techniques for the evolving age of digital media and perspectives on reputation management in an era of globalization The book is embroidered by ethics and organized by corporate communication units such as media relations issues management crisis communication organizational communication government relations and investor relations Each chapter is fleshed out with the real world experiences cited by the authors and contributions from 36 leaders in the field including The Arthur W Page Society the International Communications Consultancy Organization the PR Council CVS Health Edelman and Ketchum This was the first book on reputation management and now in its fourth edition remains a must have reference for students taking classes in public relations management corporate communication communication management and business CEOs business leaders and professionals working in these areas find it a reliable resource for measuring monitoring and managing

reputation

Corporate Reputation Stuart Roper,Chris Fill,2012 Why should and how can organisations manage their reputations All organisations the executives who direct them the employees who create value and their stakeholders who influence them interact and can impact on corporate reputation In a 24 7 media environment where even a tweet can shape impressions the importance of reputation management has never been higher Every single move decision taken and each isolated event that involves a company or public figure is scrutinised documented and publicised globally compounding the task of reputation managers Just ask BP Toyota or Tiger Woods Corporate Reputation Brand and Communication defines what is meant by corporate reputation discusses the rise in importance and complexity of managing corporate reputation considers the nature and characteristics of corporate brands stresses the importance of employees in the development of strong corporate brands explores how corporate communication can influence branding image and reputation Key features Chapter objectives each chapter opens with a brief commentary on the broad issues that will be addressed to help signal the

primary topics that are covered in the chapter and so guide the learning experience Viewpoints these examples demonstrate how a particular aspect of corporate reputation has been used by an organisation in a particular context They feature companies such as Ryanair MTV Google Disney and M decins Sans Fronti res Summaries and minicases chapter summaries followed by discussion questions enable you to consolidate and test your understanding of the content of each chapter Mini case studies help readers consider some of the issues explored within each Part of the book Online resources students have access to further materials on the accompanying website including short video presentations by the authors explaining the main concepts outlined in each chapter and annotated weblinks For lecturers there is an Instructor s Manual and customisable PowerPoint slides Go to www.pearsoned.co.uk/roperfill This is the essential companion for undergraduate and postgraduate students studying corporate reputation branding corporate communication and public relations It is also an invaluable resource for students studying for professional marketing qualifications most notably the Managing Corporate Reputation module on the Professional Postgraduate Diploma offered by The Chartered Institute of Marketing About the authors Dr Stuart Roper is Senior Lecturer in Marketing at Manchester Business School MBS UK His main teaching interests focus on branding and communications corporate reputation marketing strategy and services marketing He teaches undergraduate Masters and MBA classes at the school as well as being involved in executive education with senior managers at a large number of blue chip organisations He is the Programme Director of MBS s Corporate Communications and Reputation Management Masters programme Chris Fill is the founder and Managing Director of Fillassociates He has authored several books including his internationally recognised Marketing Communications Formerly a Principal Lecturer at the University of Portsmouth Chris is a Visiting Professor at the Grenoble Graduate School of Business and is a Fellow of The Chartered Institute of Marketing He was the Senior Examiner responsible for the development of the CIM s Professional Postgraduate Diploma module Managing Corporate Reputation *Corporate Reputations, Branding and People Management* Graeme Martin, Susan Hetrick, 2006 The first book to integrate corporate reputation management corporate branding and corporate identity within the HR role *Corporate Reputation and Competitiveness* Rosa Chun, Rui Da Silva, Gary Davies, Stuart Roper, 2005-09-29 This unique book written by four world leaders in reputation research presents the latest cutting edge thinking on organizational improvement It covers media management crisis management the use of logos and other aspects of corporate identity and argues the case for reputation management as a way of overseeing long term organizational strategy It presents a new approach to managing reputation one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both This approach has been trialled in a number of organizations and here the authors demonstrate how improving reputation merely by learning more about what a company is already doing is worth some five per cent sales growth The book is a vital up to date resource for specialists in corporate communication public relations marketing HRM and business strategy as well as for all senior management Highly

illustrated with over eighty diagrams and tables it includes up to the minute illustrative case studies and interviews with leading authorities in the field **Managing Corporate Reputation and Risk** Dale Neef,2012-06-25 Developing a corporate ethics program is a hot issue that will be the next big thing for large organizations A drive toward standardized reporting of corporate ethics practices was coming anyway the recent public corporate disasters will only encourage corporate executive teams to scramble to demonstrate to customers and shareholders that their organization takes these issues seriously This book is an executive briefing for business people explaining how a corporation can combine leading practices in risk and knowledge management with emerging international integrity guidelines in order to manage corporate reputation and risk Through a mixture of leading practice case studies and a clear framework it shows how existing knowledge management tools and systems can be re engineered to manage corporate risk and integrity policies [**CIM 12 Managing Corporate Reputation**](#) BPP Learning Media,2012-06-01 As the Official Educational Publisher for CIM all BPP Learning Media materials are written or reviewed by a CIM examiner or a CIM recommended tutor and all books have a CIM professional body review for assurance on syllabus coverage [**Corporate Reputations**](#) Grahame Robert Dowling,Grahame Dowling,1994 Guide for business to establishing a good corporate reputation through marketing and corporate culture Advises on dealing with a crisis in a company s reputation Describes corporate reputations the factors which affect them and managing your own corporate reputation Indexed Also available in paperback Author is Associate Professor at the Australian Graduate School of Management **Managing Corporate Reputations** Adam Jolly,2001-01-01 This work is designed as a practical source of advice and reference for senior executives in both growing and established companies It draws together thinking and practice on corporate reputation [**Creating Corporate Reputations**](#) Grahame Robert Dowling,2001 Clear writing style and concise arguments thought provoking and extremely readable Whether you are a manager an academic or just an interested general reader Creating Corporate Reputations will offer many new insights into the important role that corporate reputation plays in the success of business Academy of Management Executive Well written and interesting Dowling does an excellent job of explaining why managers should spend time and resources to develop the organisational reputation Academy of Management Executive Dowling has created a book that is widely applicable to a variety of business situations Creating Corporate Reputations will appeal to many business and nonprofit managerial audiences Academy of Management Executive Dowling has written a book offering fresh and unique insights into how managers create value both for their organisations and for their stakeholders Academy of Management ExecutiveCorporate reputations are a valuable strategic asset for every company Good reputations have been shown to help firms attain and sustain superior financial performance in their industry This book outlines how high status companies become corporate super brands and it presents managers with a framework to enhance their corporation s desired reputation [**Reputation Management**](#) Tony Langham,2018-12-21 The book aims to give senior executives and communications professionals a guide to the importance of

reputation in terms of how positively or negatively an organisation is perceived by stakeholders such as employees customers and members of the media and inspire their thinking in managing reputation **Brand Anarchy** Stephen Waddington,Steve Earl,2012-03-29 As the media landscape looks increasingly diverse and anarchic individuals organisations and governments should not waste time wondering whether they have lost control of their reputations The simple fact is that they have never had control The question is what they can do about it now and what they need to consider for the future The fragmentation of media and the rise of social media has brought brand and personal reputational risk into sharp focus like never before Disaffected shareholders customers and staff are voicing their opinions to a global internet audience In a brand context it's reputation anarchy In **Brand Anarchy** Steve Earl and Stephen Waddington draw on insight from opinion makers and shapers such as Greg Dyke Alastair Campbell Mark Thompson and Seth Godin to explore how reputations can be better managed and the new challenges that the future of media may bring This plain speaking shrewd book pulls no punches It's a survival guide for anyone concerned what others think or say about them

Essentials of Corporate Communication Cees B.M. Van Riel,Charles J. Fombrun,2007-08-07 This lively and engaging new book addresses a topical and important area of study Helping readers not only to understand but also to apply the most important theoretical notions on identity identification reputation and corporate branding it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication The authors leading experts in this field provide students of corporate communication with a research based tool box to be used for effective corporate communications and creating a positive reputation **Essentials of Corporate Communication** features original examples and vignettes drawn from a variety of US European and Asian companies with a proven record of successful corporate communication thus offering readers best practice examples Illustrations are drawn from such global companies as Virgin IKEA INVE and Lego Presenting the most up to date content available it is a must read for all those studying and working in this field **Reputation Management** Andrew Hiles,2011-12-19 Managing and understanding the value of an organization's reputation is essential in the digital age where the slightest negative incident can go viral and quickly become a major PR containment exercise Reputation management is an integrated part of any organization's risk management plan so this intangible yet vital asset has to be assessed managed and protected Reputation Management provides advice on how to define and value your organization's reputation and techniques for maintaining and protecting it from risks that may arise on a daily basis This book also covers where the responsibility for reputation management lies risk identification governance aspects and containment and mitigation of a negative event Aimed at the risk manager corporate communicator business strategist auditor and senior manager Reputation Management covers The governance of reputation Measuring and managing reputation Managing and monitoring external perceptions Reputation crisis management Strategic planning and reputation Reputation and investors

The Top Books of the Year Managing Corporate Reputations The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels enthralling the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the fascinating narratives that have captivated audiences this year. Managing Corporate Reputations : Colleen Hoovers "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Uncover the Best : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This captivating historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Managing Corporate Reputations : Delia Owens "Where the Crawdads Sing" This mesmerizing coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens weaves a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and thrilling novel that will keep you speculating until the very end. The novel is a cautionary tale about the dangers of obsession and the power of evil.

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