



second edition

REVEALING THE CORPORATION

John Loomer and Stephen Graybe

Perspectives on Identity, Image, Reputation,
Corporation Branding and Corporate Level Marketing

Revealing The Corporation Perspectives On Identity Image Reputation And Corporate Branding

Klement Podnar, John Balmer



Revealing The Corporation Perspectives On Identity Image Reputation And Corporate Branding:

Revealing the Corporation, 2003 **Revealing the Corporation** John M. T. Balmer, Stephen A. Greyser, 2003 An international and multidisciplinary collection edited by pioneers in the field this work captures the quintessence of the corporation and its many inner and outer manifestations presenting readers with a new approach to the subject area Fully revised and updated with the original contributions contextualized by the editors analyses and commentary to draw them together into a coherent whole this anthology affords readers a new way of comprehending organizations This new edition features a new introductory section to branding and public relations contextualizing the rest of the volume new case vignettes for each section with enhanced pedagogy to enable reader reflection on the themes examined new readings and an updated Harvard style case study revised and updated commentary and analysis from the editors Filled with illuminating articles that stem from the 1950s to the present day highlighting both practitioner and scholarly perspectives on the subject this reader is an essential text for all students of marketing reputation business and corporate strategy public relations communications and branding Facets of Corporate Identity, Communication and Reputation Tc Melewar, 2008-04-03 Pt 1 Corporate identity pt 2 Corporate communications pt 3 Corporate reputation **Building Corporate Identity, Image and Reputation in the Digital Era** T C Melewar, Charles Dennis, Pantea Foroudi, 2021-07-29 Brands corporate products service today are collectively defined by their customers deriving from personal experiences and word of mouth This book acts as a forum for examining current and future trends in corporate branding identity image and reputation Recognising the complexity and plurality at the heart of the corporate branding discipline this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate external and organisation internal identity perspectives as they relate to brand management corporate reputation marketing communications social media smart technology experiential and sensory marketing It incorporates current thinking and developments by both multidisciplinary academics and practitioners combining a comprehensive theoretical foundation with practical insights The text will serve as an important resource for the marketing identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas It determines current practices and researches in diverse areas regions and commercial and non commercial sectors across the world The book provides scholars researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies brands and stakeholders in different areas and regions of the world *Corporate marketing: insights and integration drawn from corporate branding corporate identity corporate communication and visual identification*, 2006 *Handbook on Digital Corporate Communication* Vilma Luoma-aho, Mark Badham, 2023-05-09 This comprehensive Handbook offers an extensive overview of current knowledge of corporate communication from a digital perspective It provides a state of the art view of the ubiquitous impact both positive

and negative of digital technologies and digitalisation processes on corporate communication **Brand Management** Tilde Heding, Charlotte F. Knudtzen, Mogens Bjerre, 2008-12-19 For over two decades it has been argued that the brand is an important value creator and should therefore be a top management priority However the definition of what a brand is remains elusive This comprehensive textbook presents the reader with an exhaustive analysis of the scientific and paradigmatic approaches to the nature of brand as it has developed over the last twenty years Taking a multi disciplinary approach and offering an exhaustive analysis of brand research literature it delivers a thorough understanding of the managerial implications of these different approaches to the management of the brand Brand Management Research Theory and Practice fills a gap in the market providing an understanding of how the nature of brand and the idea of the consumer differ in these approaches and offers in depth insight into the opening question of almost every brand management course What is a brand **Reputation Management** Elearn, 2009 Stuck for ideas inspiration or just want to work differently Management Extrabrings all the best management thinking together in one package The books are practical and well structured to provide an in depth treatment of these management topics Titles in the series Business Environment Change Management Development for High Performance Effective Communications Financial Management Information and Knowledge Management Leadership and Management in Organisations Leading Teams Making Sense of Data and Information Managing Markets and Customers Managing for Results Managing Health Safety and Working Environment Managing Legal and Ethical Principles Managing Yourself Positive Working Relationships Project Management Quality and Operations Management Reaching Your Goals Through Innovation Recruitment and Selection Reputation Management The series fuses key theories and concepts with applied activities to help managers examine how they work in practice The books are created with individuals in mind They are designed to help you improve your management skills Management Extracan also be used in conjunction with management programmes of study aligned to standards Each of the books has case studies self assessments and activities all underpinned by knowledge and understanding of the frameworks and techniques required to improve performance Management Extraprovides managers and trainers with a handbook for action and development You found it what a find A practical resource packed with all the relevant theory and suggested activities to support your professional development An essential resource to have at your fingertips jump in and enjoy Russell Jeans Learning and Development Manager ntl All the essential concepts are here presented in an easily digestible format with lots of up to date case studies and references but most importantly with plenty of thought provoking activities and self diagnostic exercises to make the learning personal and transferable Peter Manning Head of Training Development News International Newspapers Ltd Structured well presented material in a large format ideal for training and self study Focused on the skills and knowledge needed to improve performance Series books cover a broad range of practical management topics **Contemporary Thoughts on Corporate Branding and Corporate Identity Management** T. Melewar, E. Karaosmanoglu, 2008-10-23 A

new look at the latest thinking and issues in the areas of branding identity and communication drawing on recent academic and practical thought on corporate branding Bringing together an international array of authors the volume includes case study examples to provide a contemporary insight into corporate marketing communications **New Strategies for Reputation Management** Andrew Griffin,2009-09-03 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 New Strategies For Reputation Management shows you how to take the initiative and ensure your company s reputation can withstand the major crises and unforeseen events which may try to engulf it Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today s information age With international case studies and hundreds of examples drawn from the author s extensive experience in the field 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

The Peak Performing Organization Ronald J. Burke,Cary L. Cooper,2008-11-26 This international collection of essays from leading authorities in the field of organizational studies combines empirical and theoretical evidence and analyses how effective human resource management can lead to successful organizations **The Routledge Companion to Corporate Branding** Oriol Iglesias,Nicholas Ind,Majken Schultz,2022-04-28 This companion is a prestige reference work that offers students and researchers a comprehensive overview of the emerging co created multi stakeholder and sustainable approach to corporate brand management representing a paradigm shift in the literature The volume contains 30 chapters organised into 6 thematic sections The first section is an introductory one which underscores the evolution of brand management thinking over time presenting the corporate brand management field introducing the current debates in the literature and discussing the key dimensions of the emerging corporate brand management paradigm The next five sections focus in turn on one of the key dimensions that characterize the emerging approach to corporate brand management co creation sustainability polysemic corporate narratives transformation history and future and corporate culture Every chapter provides a deep reflection on current knowledge highlighting the most relevant debates and tensions and offers a roadmap for future research avenues The final chapter of each section is a commentary on the section written by a senior leading scholar in the corporate brand management field This wide ranging reference work is primarily for students scholars and researchers in management marketing and brand management offering a single repository on the current state of knowledge current debates and relevant literature Written by an international selection of leading authors from the USA Europe Asia Africa and Australia it provides a balanced authoritative overview of the field and convenient access to an emerging perspective on corporate brand management *Managing People and Organizations in Changing Contexts* Graeme Martin,2006 Managing People and Organizations in Changing Contexts addresses the contemporary problems faced by managers in dealing with

people organizations and managing change in a theoretically informed and practical way This textbook is a contemporary and relevant alternative to the standard works that cover material on Organization Behaviour and Human Resource Management because it approaches people management from the perspective of managers and aspiring managers The book has an international orientation and many of the cases and examples in the book reflect this It addresses the problems that managers face in managing people in old and new economy organisations and is interdisciplinary in its approach including contributions from management organisational behaviour HRM strategy marketing and reputation management and technology This text meets the requirements of managers leaders and students in managing people in contemporary and changing contexts Managing People and Organizations in Changing Contexts offers a contemporary and relevant edge with an original structure awareness of international and current trends and up to the minute detail cases based on original research and consulting experience new material on the role of management and leadership technology and reputation management and covers much of the material for CIPD s core management standards material that has been tested with managers and students in Europe the USA and Asia a website on <http://textbooks.elsevier.com> providing international cases and answers to cases links to websites etc for tutors

Corporate Branding T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace Its influence on reputational value and customer decision making is only now beginning to be understood Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways For example it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world Existing books focus mainly on conceptual ideas and real life examples Corporate Branding Areas arenas and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries An international range of leading scholars contribute their coverage across three clear themes Area geographical areas across the globe including the UK USA Europe and Asia Arena a variety of commercial and not for profit sectors both B2B and B2C Approach methodological approaches to brand research design including qualitative quantitative case studies interpretivistic and social narrative These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book The result is an understanding of this strategically important growing subject that cannot be found anywhere else This book is an essential read for any branding student or interested professional

Eurasian Business and Economics Perspectives Mehmet Huseyin Bilgin, Hakan Danis, Ender Demir, Sofia Vale, 2024-09-02 This is the 29th issue of the Springer s series Eurasian Studies in Business and Economics which is the official book series of the Eurasia Business and Economics Society EBES www.ebesweb.org This issue includes selected papers presented at the 42nd

EBES Conference Lisbon on January 12th 13th and 14th 2023 hosted by the ISCTE IUL Instituto Universitario de Lisboa The conference was held both in hybrid with both in person and online paper presentation format

Contemplating Corporate Marketing, Identity and Communication Klement Podnar, John Balmer, 2013-12-16 Since the first International Corporate Identity Group's symposium in 1994 the fields of corporate identity corporate communications and corporate branding have become a focal point for scholars and managers alike Recently the term corporate marketing has incorporated a host of key corporate level concepts representing a new paradigm of thought Contemplating Corporate Marketing Identity and Communication is a collection of papers and extended abstracts from the 12th ICIG symposium presenting a variety of perspectives with a view towards stimulating debate about the advances in corporate marketing identity and communication The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting edge scholarship along with practitioner insights In a field characterized by paradoxes unity and variety integration and specialization the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework The papers in this volume are both challenging and distinctive

Corporate Communication Klement Podnar, 2014-11-13 Corporate Communication A Marketing Viewpoint offers an overview of the framework key concepts strategies and techniques from a unique marketing perspective While other textbooks are limited to a managerial or PR perspective this book provides a complete holistic overview of the many ways communication can add value to an organization Step by step this text introduces the main concepts of the field including discipline and function frameworks corporate identity corporate and employer branding corporate social responsibility stakeholder management storytelling corporate associations identification commitment and acceptability In order to help reinforce key learning points grasp the essential facts and digest and retain information the text offers a comprehensive pedagogy including chapter summaries a list of key words and concepts case studies and questions at the end of each chapter Principles are illustrated through a wealth of real life examples drawn from a variety of big small global and local companies such as BMW Group H&M Lego Mercator Krka Barilla Domino's Pizza Gorenje Si Mobil BP Harley Davidson and Coca Cola This exciting new textbook is essential reading for all professional corporate marketing and communication executives as well as undergraduate and postgraduate students of marketing and public relations not to mention managers who need a complete and accurate view of this increasingly important subject

International Employer Brand Management Lena Christiaans, 2012-11-28 The increasing globalization of business activities forces companies to recruit highly skilled employees all over the world In order to attract these talents employers have to differentiate themselves through a unique employer brand appealing to diverse target audiences However in the absence of research on international students preferences for employer characteristics it is difficult for multinational companies to decide on a feasible degree of employer brand standardization Lena Christians investigates the impact of between country differences such as in national culture or economic wealth on students

preferences in relation to individual differences of students within the same country In combination with a segmentation of the European graduate market the results provide readers with inside on which elements of the employer value proposition are suitable for standardization in which target groups

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

Arethuse 2/2 2015 Maria Rosaria Marcone, José Luis Rivero Ceballos, 2015-07-21 In the second issue of 2015 the Journal of International Studies of the scientific association Arethuse as is by now a tradition presents a comparison and discussion of international academic scholars on three scientific areas Strategic Management Economics and Statistics and Public Finance

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