

MANAGING CORPORATE REPUTATION

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Managing Corporate Media

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Managing Corporate Media:

Managing Corporate Communication Rossella Gambetti, Stephen Quigley, 2017-09-16 Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international academics combining a strong theoretical grounding and the latest research with a practical managerial focus. Ideal for students and practitioners of corporate communications.

Managing Corporate Social Responsibility in Action Frank de Bakker, 2016-05-13 Since the mid 1990s political and public debates about the social responsibilities of firms have gained renewed force. Although CSR seems to be a well defined concept in management literature in its diverse applications the CSR concept loses much of its pertinence. In *Managing Corporate Social Responsibility in Action* the authors focus on different aspects of managing CSR in action to capture differences between discourse and practice. By examining the question from three angles talking about CSR doing CSR and measuring CSR they attempt to make sense of the difference between practice and reality. This volume considers ways to overcome the difficulties that arise around CSR in action.

Managing Corporate Growth Jordi Canals, 1999-12-02 As economic growth in Western countries shows signs of fatigue companies are battling hard to discover how to generate and sustain corporate growth. The restructuring and reengineering processes of the early 1990s and the massive lay offs they brought about have only given an additional boost to the need for expansion. Corporate efficiency is indispensable but is not a sufficient condition for corporate survival. Firms need to think about their future growth.

Media Management Bernd W. Wirtz, 2020-09-11 Digitalization significantly changes the media. To cope with this change and to exploit new market opportunities is a major challenge for media corporations. Bernd Wirtz provides a valuable guideline for this new world combining theory facts and practice. Dr Hubert Burda German publisher and Managing Corporate Partner of Hubert Burda Media Holding KG. The media business is subject to substantial change while differences between distinctive media areas are fading away. This is due to technical innovation in areas like transmittance of content bearer of content and recording devices but also due to new formats trends and constant change of consumer behavior. The textbook *Media and Internet Management* stays abreast of changes and covers this topic on a well founded and comprehensive basis. It makes a valuable contribution to theory and practice in media management and is highly recommendable to media managers.

Christoph Mohn Chairman of the Supervisory Board Bertelsmann AG. The world of media is full of challenges and dynamic conditions for its field. The dynamic of this market is accelerated even more by new digital technologies and ongoing globalization. This book is an absolute must have for everyone who wants to know more about the basics conditions and requirements of modern media management. The analytical clearness and structure make this publication highly relevant for students but also for managers.

Urs Rohner Chairman of the Board of Directors Credit Suisse Group AG. *Media Management* is a textbook but a very welcome newcomer for students and teachers as it fills a market gap for good educational material in this rapidly evolving field. It is concise simple but not

simplistic and contains a contemporary overview of concepts and tools for media managers Prof Dr Bozena I Mierzejewska Editor of The International Journal on Media Management Fordham University New York Summed up with his second edition Wirtz managed to strengthen the outstanding position of his publication Media Management His textbook shines because of its content analytical clearness and the high relevance for business practice without losing its academic background With the second edition this book has established its position in the field of media business as the leading standard reference book in Germany It is suitable for business students lectures as well as managers who can gain magnificent information from it Prof Dr Wolfgang Fritz Director of the Institute of Marketing Braunschweig University of Technology Germany Honorary Professor at the Institute of Business Administration University of Vienna Austria *Integrating Social Media into Business Practice, Applications, Management, and Models* Lee, In, 2014-06-30 This book provides the most up to date research findings and future directions for customer relationship management in contemporary enterprises covering a wide range of topics such as management issues innovative ideas state of the art business applications and evaluation of social media products and services Provided by publisher *Managing Corporate Communications in the Age of Restructuring, Crisis and Litigation* David Silver, 2013-12-01 Corporate executives lawyers and board of directors suffer from groupthink when confronted with a crisis restructuring or litigation which results in a communications meltdown that hurts a company's number one asset its reputation This failure to understand how to communicate in distressed situations results in lost credibility and trust on a global basis in front of many target audiences customers employees vendors business partners the media analysts covering the company lenders bankers regulatory agencies and elected officials This book gives examples of corporations who failed to communicate in a crisis litigation or restructuring in this era of financial meltdowns By analyzing real life examples Lehman Brothers BP Toyota MGA Mattel etc it offers innovative solutions and communications strategies for decision makers to help avoid groupthink and keep good reputations intact If you are a CEO CFO general counsel board of director or part of the C suite understanding how to communicate in a distressed situation is crucial A public relations nightmare might be just around the corner Be prepared **MANAGING CORPORATE KNOWLEDGE IN THE DIGITAL AGE** AWAD, ELIAS M., 2024-02-19 There is an old saying that people change the world books pave the way This timely book is about Corporate Knowledge how to capture it how to network it and how to manage it for competitive advantage It is an era of digital connectivity where 20 percent of a company's core knowledge can effectively operate 80 percent of the business The text takes the readers through a logical process oriented examination of the topic striking a balance between the behavioral and the technological aspects of Corporate Knowledge Management in today's digital age Remembering Dalai Lama when he said The human mind is like a parachute It works best when it is open A closed mind gathers no intelligence With an open mind you will grow richer with this text Part one is about the concept of corporate knowledge and the knowledge centric organization Part two covers how to build corporate knowledge management solutions Part three

examines corporate knowledge sharing and knowledge transfer Part four deals with corporate knowledge management portal Part five brings up the ethical legal and managerial issues in corporate knowledge management KEY FEATURES Learning by examples is evident throughout the text Boxed vignettes throughout each chapter Illustrations are incorporated where necessary for clearer understanding of the concepts Relates chapter material to corporate knowledge management or management decision making Summary at the end of each chapter brings into focus the essence of the chapter Glossary of terms included at the end of the text TARGET AUDIENCE MBA IT Management Professionals For Instructor s Resources visit https://www.phindia.com/Managing_corporate_knowledge_digital_age_elias *Managing Corporate Social Responsibility* W. Timothy Coombs, Sherry J. Holladay, 2011-10-03 *Managing Corporate Social Responsibility* offers a strategic communication centred approach to integrating CSR into organizations Drawing from a variety of disciplines and written in a highly accessible style the book guides readers in a focused progression providing the key points they need to successfully navigate the benefits and implications of managing CSR Chapters are organized around a process model for CSR that outlines steps for researching developing implementing and evaluating CSR initiatives Emphasizes stakeholder engagement as a foundation throughout the CSR Process Model Discusses ways to maximize the use of social media and traditional media throughout the process Offers international examples drawn from a variety of industries including The Forest Stewardship Council Starbucks Coffee and IKEA Draws upon theories grounded in various disciplines including public relations marketing media communication and business The Oxford Handbook of Management Ideas Andrew Sturdy, Stefan Heusinkveld, Trish Reay, David Strang, 2019-03-28 Management ideas and their associated applications have become a prevalent feature of our working lives While their focus is familiar such as efficiency motivation and improvement they range from specific notions such as activity based costing to broad movements like corporate social responsibility This Handbook brings together some of the latest research from leading international scholars on how management ideas are produced promoted and adapted and their effects on business and working practices and society at large Rather than focusing on specific management ideas this volume explores their key socio political contexts and channels of dissemination and is organized around four core overlapping themes The first section sets out the research field in general in terms of both an overall system and of different perspectives and research methods The second section explores the role of different actors and channels of diffusion including the consumers and producers of management ideas and new media as well as traditional players in the management ideas field such as consultancies and business schools The third section focuses on specific features or dynamics of the management ideas system such as their adoption evolution institutionalisation and resurgence while in the final section critical and new perspectives on management ideas are examined highlighting specific socio political contexts and the possibility of alternative ideas and forms of critique With a broad range of perspectives represented this Handbook provides a comprehensive authoritative and enduring resource for those studying management innovation and organizational

change as well as for those working in the management ideas industry *Managing Corporate Impacts* Jennifer J. Griffin, 2016-01-25 *Managing Corporate Impacts* draws on the insights and experiences of managers from around the world to examine how companies can manage corporate impacts to co create enduring value for business and society Corporate impacts the points at which businesses create or destroy value with others extend well beyond financial impacts to include the workplace procurement and delivery of goods and services and shaping perceptions held about corporate behavior This book uses simple frameworks to demonstrate why and how today s corporations co create enduring value with multiple stakeholders simultaneously By introducing multiplier effects and spillover effects the frameworks move the attention of management beyond direct impacts to examine indirect impacts that create or destroy value connected to the core of the business By purposely connecting with stakeholders through information sharing and effectively managing myriad impacts along supply and distribution chains companies are poised to provide solutions and co create value *Global Aspects of Reputation and Strategic Management* David Deephouse, Naomi Gardberg, William Newburry, 2019-07-16 Our grasp of reputation as a strategic asset would benefit from a better understanding of how country level factors influence reputation development as well as how reputation obtained in one context can be transferred to another This volume of Research in Global Strategic Management focuses on global aspects of reputation in strategic management **Business Process Management Workshops** Ernest Teniente, Matthias Weidlich, 2018-01-16 This book constitutes revised papers from the eleven International Workshops held at the 15th International Conference on Business Process Management BPM 2017 in Barcelona Spain in September 2017 BPAI 2017 1st International Workshop on Business Process Innovation with Artificial Intelligence BPI 2017 13th International Workshop on Business Process Intelligence BP Meet IoT 2017 1st International Workshop on Ubiquitous Business Processes Meeting Internet of Things BPMS2 2017 10th Workshop on Social and Human Aspects of Business Process Management CBPM 2017 1st International Workshop on Cognitive Business Process Management CCABPM 2017 1st International Workshop on Cross cutting Aspects of Business Process Modeling DeHMiMoP 2017 5th International Workshop on Declarative Decision Hybrid Mining QD PA 2017 1st International Workshop on Quality Data for Process Analytics REBPM 2017 3rd International Workshop on Interrelations between Requirements Engineering and Business Process Management SPBP 2017 1st Workshop on Security and Privacy enhanced Business Process Management TAProViz PQ IWPE 2017 Joint International BPM 2017 Workshops on Theory and Application of Visualizations and Human centric Aspects in Processes TAProViz 17 Process Querying PQ 17 and Process Engineering IWPE17 The 44 full and 11 short papers presented in this volume were carefully reviewed and selected from 99 submissions **Managing Business Ethics** Mel Fugate, 2024-12-18 Formerly published by Chicago Business Press now published by Sage Using an applied and practical approach *Managing Business Ethics And Your Career* Second Edition focuses on the implications of business ethics on students careers and the organizations where they will work Author Mel Fugate s conversational tone

makes his coverage of concise philosophical and historical foundations of ethics influential research and real world examples approachable for classroom discussion Effective Complaint Management Bernd Stauss, Wolfgang Seidel, 2019-01-31 This practice and research based book caters to the needs of executive managers who see customer satisfaction as their primary goal The authors identify the need for an effective complaint management strategy that prevents the loss of dissatisfied customers Dissatisfied customers are at risk of migrating accordingly neglecting professional complaint management poses a considerable threat to customer relationships sales and profits The book offers a comprehensive management concept which emphasizes direct contact with the complainant by employing complaint stimulation acceptance processing and reaction Further it discusses the relevant backstage tasks involved in using complaint information to achieve quality improvements and cost reductions through complaint analysis controlling and reporting **Comparative Research on Earnings**

Management, Corporate Governance, and Economic Value Vieira, Elisabete S., Madaleno, Mara, Azevedo, Graça, 2021-02-12 New trends are emerging regarding earnings management and corporate governance showing similarities and striking differences in the practices of different countries and economies These new trends currently shape the field of modern corporate governance with crucial issues being looked at in governance law and practices accounting systems earnings quality and management stakeholder involvement and more In order to advance these new avenues in corporate governance research looks at accounting policies firms use in different opportunistic circumstances in order to manage earnings the corporate governance practices in different countries firm performance and other dimensions of companies The understanding of these topics is beneficial in understanding the current state of different types of firms and their practices in modern times Comparative Research on Earnings Management Corporate Governance and Economic Value is focused on the investigation of key challenges and perspectives of corporate governance and earnings management and outlines possible scenarios of its development The chapters explore this new avenue of research and cover theoretical empirical and experimental studies related to different themes in the global context of earnings management and corporate governance This book is ideal for economists businesses managers accountants practitioners stakeholders researchers academicians and students who are interested in the current issues and advancements in corporate governance and earnings management

Corporate Communication Strategies in Responsible Business Dinesh Bhargava, 2025-02-20 Corporate Communication Strategies in Responsible Business delves into the essential facet of a peaceful and efficient life communication This book comprehensively explains corporate communication including its definitions and methodologies We explore everything about business communication its definition characteristics and features Additionally we examine the benefits of an efficient communication system within an organization Our focus extends to various aspects of teamwork the efficiency of meetings types of meetings and the outcomes of effective meetings We also delve into the relationships between managers and employees as well as between supervisors and their teams The book addresses the challenges of corporate communication

and provides methods to navigate them accurately Offering a wonderful insight into the world of communication this book serves as a valuable resource for understanding and mastering corporate communication in a responsible business environment

Managing Business Risk Adam Jolly, 2003 Ensuring business continuity through the effective management of risks has become a boardroom preoccupation This book highlights the key areas of concern and identifies best practice in risk management for companies large and small

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

Corporate Communication Michael B. Goodman, 1994-01-01 Communication has become more complex as businesses compete globally This book explores corporate communication as both a professional practice and as an academic discipline The essays and case studies provide numerous perspectives on topics such as diversity sexual harassment global corporate communications and communicating corporate culture These essays are meant to stimulate thought and encourage additional research

The Handbook of Communication and Corporate Reputation Craig E. Carroll, 2015-04-10 With the latest insights from the world of communication studies into the nature of corporate reputation this new addition to Wiley Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses ethical profiles and tracks the benefits that positive public attitudes can bring Serves as the definitive research collection for a fast growing field featuring contributions by key international scholars Brings together state of the art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

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