

Shaping the Corporate Image

*An Analytical Guide
for Executive
Decision Makers*

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Shaping The Corporate Image An Analytical Guide For Executive Decision Makers

Carl Kaysen



Shaping The Corporate Image An Analytical Guide For Executive Decision Makers:

Shaping the Corporate Image Marion G. Sobol, Gail E. Farrelly, Jessica S. Taper, 1992-05-21 Much of the literature on corporate reputation examines the topic from a narrow perspective for example from a marketing or public relations point of view However reputation is really a topic that spans multiple fields of endeavor economics finance management marketing and public relations among others Clearly an interdisciplinary approach is needed and is provided by this volume written by two university professors and a public relations specialist Shaping the Corporate Image discusses how a corporate reputation is acquired maintained and nurtured The authors conclude that corporate leaders possess the power to mold investor perceptions and evaluations of their firms and the authors provide the latest information on the issues Central to the analysis of corporate reputation are numerous examples of drastic changes in reputation ranking as reported in Fortune magazine Discussions of these articles combine with an academic look at past trends and commentary collected from interviews with current CEOs and public relations executives to yield a valuable review of strategies that were either spectacular successes or dismal failures Shaping the Corporate Image provides the reader with valuable input for the future for developing reputation building in the 1990s and beyond This volume should be of particular interest to CEOs and public relations specialists concerned with defining enhancing and nurturing the corporate image It is also suitable for supplemental reading in courses in advertising public relations business strategy and marketing as well as a valuable resource for academics interested in the latest theoretical and practical developments in this field

Marketing Communication Richard Varey, 2002-09-11 Providing a fresh and innovative framework for the management of marketing communication processes this textbook uses references to communication studies cultural studies and critical management studies to shift the focus from message making to relationship building Providing a contemporary examination of marketing as a social process author Varey focuses on a planned integrated marketing communication programme He combines a managerial perspective with current communication and marketing theory to develop a contemporary set of principles incorporating such recent developments as e communication and new media It investigates the issues of organizing and locating marketing in a business corporation management responsibility for planning and decision making the role of the marketing communication manager in contemporary society With a good balance of theory and practice and UK and European case studies this noteworthy book covers a range of issues of significance to both the public and private sectors and large medium and small businesses

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

Managing Public Image Abhaya Jain, 2025-01-24 Building and maintaining a strong public image has always been crucial

but in today's competitive landscape reputation management has become an essential driver of success. *Managing Public Image* offers fresh perspectives and actionable strategies for businesses to strengthen, protect, and sustain their reputation in dynamic and unpredictable markets. This comprehensive guide explores the foundations of reputation management from theoretical principles to practical methods for evaluating and enhancing reputation in both online and offline environments. It introduces a seven-factor reputation model and highlights key topics such as the impact of corporate social responsibility, service quality, and transparency on customer loyalty and profitability. With real-world insights from various industries, the book also examines cutting-edge case studies, including the role of venture capital, reputation in innovation, and the effects of corporate image on consumer behavior. Whether you're navigating reputation risks or aiming to enhance credibility, this book is your roadmap to success.

The American Corporation Today Carl Kaysen, 1996-10-31. Not since Edward Mason's classic book *The Corporation in Modern Society* appeared in 1959 has anyone compiled an authoritative overview of the American business firm. Such a survey is now clearly overdue for in the last thirty years both the corporation and the business environment has changed radically. In *The American Corporation Today* Carl Kaysen and other leading students of business and markets from around the country provide a much-needed analysis of American corporate life at the end of the century. Here is the American corporation from every angle: its postwar history, its relation to the law, its financing, its impact on technological innovation, its role as employer and as political force, and much more. The contributors, all of whom are recognized experts in their fields, not only tackle many of the same key areas that the contributors to Mason's classic study looked at, but they also illuminate issues that have only arisen in recent years. For instance, Raymond Vernon describes the increasing globalization of American business, where the net income from operations outside the U.S. is now nearly half of that from domestic operations, as opposed to one-tenth in the 1950s. James Q. Wilson traces how the corporation has become a full-time political actor, showing how it reinvented its political strategy and tactics in the 1960s in the face of a wave of new consumer, environmental, and worker health legislation. Gregory Acs and Eugene Steuerle show how the corporation promotes the commonweal, acting as agent for the employee in purchasing pension, health, and other welfare benefit plans, while Lester Thurow casts a critical eye at the decline of median real wages of American males over the last twenty years, never before have a majority of American workers suffered real wage reductions while the real per capita gross domestic product was increasing. In other pieces, corporate finance experts Charles Calomiris and Carlos Ramirez advocate removing legal constraints on financial institutions that prevent them from providing the full range of business financing, from short-term debt to equity. Michael Useem looks at the rise of education and training as a vexing corporate issue, and Barbara Bergmann discusses the increasingly diverse work force, arguing that ending bias is in the corporation's best interest. And finally, Neil Harris provides a fascinating discussion of architecture, exploring how companies have become the principle patrons of important architecture since the 1950s. Vital to everyone concerned with American big business today, this collection is sure

to become the new standard upon which future studies of the corporation will be built **From Individualism to the Individual** George M. Frankfurter, Elton G. McGoun, 2018-01-18 This title was first published in 2002 From Individualism to the Individual treats finance as a social and cultural process exploring the unseen side of academic discourse and the many obstacles the deeply entrenched elite puts in the way of alternative thinking Opening with a detailed discussion of the role of ideology in the perpetuation of the limited methodological bias of the profession toward markets the book then examines the more specific effects of such ideological limitations on theoretical and empirical research in finance The authors develop alternative ways to examine finance both as a profession and as a field of inquiry This book will be of particular value to researchers and practitioners working in finance as well as those in other social science disciplines whose research relates to finance culture and society Reputation Transfer to Enter New B-to-B Markets Christine Falkenreck, 2009-10-17 An increasing number of products and services are not differentiated by inherent features but by the vendors particularly their reputation and marketing communication Consequently a positive reputation provides competing vendors with a virtually inimitable competitive advantage Contemporary research concerning antecedents and consequences of reputation in the domain of marketing is dominated by branding and line extension issues Organizations communication efforts and the relation of reputation and the communication media are not fully understood nor have they been challenged up to now Moreover customers perception of reputation is clearly embedded in their cultural context However contemporary marketing research restricts both conceptual and empirical considerations to Western type cultures Frequently even the differences in Western type cultures are neglected Considering these shortcomings in contemporary marketing research Dr Christine Falkenreck investigates the opportunities and limits and also the potential benefits and dangers of transferring a vendor's positive reputation to product categories never produced or offered by the considered vendor Embedding the empirical investigation of both reputation management and reputation transfer in a coherent theoretical framework which is grounded in the Commitment Trust theory is her merit She derives and validates an integrated model that appears to be valid in all cultures considered in her study The results of this analysis contribute substantially to our understanding of reputation measuring and managing These results are not restricted to academic interests and they provided practitioners with a variety of new insights Thus this thesis will be widely discussed in both academia and management practice *Lesly's Handbook of Public Relations and Communications* Philip Lesly, 1998 Until his death in 1997 Philip Lesly was a leading authority on public relations and a leading practitioner The new title reflects an added section on the techniques of communication Other sections cover the definition and function of public relations analysis research and planning how an organization utilizes public relations and the practice of public relations Appendices include sources of information public relations organizations the code of professional standards for the practice of public relations and a glossary Annotation copyrighted by Book News Inc Portland OR Journal of Asian Pacific Communication ,2002 Public Relations Dennis L.

Wilcox, Phillip H. Ault, Warren Kendall Agee, 1998 Describes the principles of public relations practice Explains the techniques used to carry out the principles Defines the ethical standards professionals should adopt **Quality Control and Applied Statistics**, 1993 Bibliographic Index, 1992 Servicescapes John F. Sherry, John F. Sherry (Jr.), 1998 This book explores a marketing and retailing idea that is as old as commerce itself and yet as new as tomorrow The marketing leaders of our time explain the evolution of the servicescape as the transformation of the traditional selling environment from space to place and from place to product Servicescapes The Concept of Place in Contemporary Markets analyzes contemporary developments in retail marketing around the world Based on the experience and insight of the leading retailing and marketing experts of our time Servicescapes points the way to the new markets and marketing environments of tomorrow Its ideas will fuel the strategies and tactics of the marketplace in the new millennium The Southern Business & Economic Journal, 1992 **Encyclopedia of Business Information Sources** Linda D. Hall, 2008 Each updated edition of this detailed resource identifies nearly 35 000 live print and electronic sources of information listed under more than 1 100 alphabetically arranged subjects industries and business concepts and practices Edited by business information expert James Woy *Encyclopedia of Business Information Sources* James Woy, 2001-09 Public Relations Inquiry as Rhetorical Criticism William N. Elwood, 1995-06-30 Whether politically socially economically or psychologically postmodern institutions attempt to influence their environments through the use of rhetoric in their public relations campaigns As corporations increasingly dominate the public discourse we experience daily it becomes increasingly important to understand how that discourse operates and to become more informed creators and consumers of institutional rhetoric This volume examines the theoretical bases and practical effects of a variety of public relations campaigns The contributors demonstrate that rhetorical inquiry is a viable and underrated approach to explaining the influence of public relations campaigns Cases analyzed in the book range from those of national scope e g Mobil Oil s Observations campaign of the 1970s and 1980s to studies of targeted influence e g corporate recruitment videos to cases of internal relations e g issues management during corporate mergers to studies of local situations e g the anatomy of a local ballot issue campaign While the various contributors employ a broad range of rhetorical methods and analysis the discussions remain approachable and understandable for students and professionals alike The Cumulative Book Index, 1992 A world list of books in the English language

Unternehmensreputation Sandra Kirstein, 2009-06-15 Sandra Kirstein entwickelt auf Basis hochaktueller wissenschaftlicher Erkenntnisse ein komplexes lineares Strukturgleichungsmodell das es erm glicht die strategische Wirkung der Unternehmensreputation im Kaufentscheidungsprozess von Konsumenten zu analysieren Am Beispiel deutscher Automobilhersteller erbringt die Autorin erstmalig den Nachweis eines positiven Zusammenhangs zwischen Corporate Social Responsibility und dem Kauf eines Automobils *Marketing Communications Management* Paul Copley, 2007-03-30 *Marketing Communications Management* concepts and theories cases and practice makes critical reflections on the prime

issues in integrated marketing communications and is designed to encourage the reader to stop and think about key issues. The author takes a managerial approach to the subject and provides a set of frameworks that facilitate both learning and teaching. A wide range of pedagogical features is included such as sample exam questions, stop points, vignettes and case studies, and a summary of key points concludes each chapter. Most organizations need some form of marketing or corporate communications and this text is designed to service both practitioners and students undertaking formal study. The author addresses strategic and critical issues that dovetail with the current interest in marketing communications as reflected in the media, with particular emphasis given to advertising and sponsorship.

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