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A SPECIALLY COMMISSIONED REPORT

MANAGING CORPORATE REPUTATION

John Dalton and
Susan Croft

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Managing Corporate Reputation The New Currency

Pantea Foroudi, Morteza Akbari



Managing Corporate Reputation The New Currency:

Corporate Governance David M. Martin, David Martin, 2006 This report is a clear accessible and jargon free analysis of the practical application of Corporate Governance With short case studies to illustrate UK legal requirements the author guides the reader through all aspects of the Corporate Governance program concentrating specifically on its use by organizations who are not required to adopt it such as listed PLCs

Effective Recruitment Patricia Leighton, Giles Proctor, 2006 The legal rules that apply to recruitment are drawn from virtually all areas of employment law Sourcing the relevant law under each heading is difficult But there is a solution This report pulls together the law relating to recruitment It provides a summary of information you need to know and what to do to stay securely within the law

Employment Law Aspects of Mergers and Acquisitions Michael Ryley, 2006 The employment law and personnel management issues that arise when businesses are bought and sold are of great concern not only to the employees but also to the management of both purchaser and vendor This Report will help managers to understand the key practical and legal issues achieve consensus and involvement at all levels understand and implement TUPE regulations and identify the documentation that needs to be drafted or reviewed within the context of a merger acquisition or disposal

Discrimination Law and Employment Issues David M. Martin, David Lozell Martin, 2006 Annotation This practical briefing will ensure that employers do not fall foul of UK law on age and all the other anti discrimination laws In addition to sex and race discrimination laws in the last two years employers have also had to cope with sexual orientation discrimination religious discrimination and age discrimination David Martin an expert on UK employment law and practice analyzes the practical aspects of dealing with each of the anti discrimination laws He demonstrates how to ensure that paperwork and systems comply totally with the law and he provides a range of helpful case studies to illustrate the key issues and bring them to life All employers and their professional advisers will find David Martin's practical approach and clear analysis of how to comply with the various discrimination laws invaluable

Reputation Rules (PB) Daniel Diermeier, 2011-05-06 Leverage your company's most important asset In our lightning fast digital age a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post Over the last year companies such as BP Goldman Sachs and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr Daniel Diermeier An award winning professor at the Kellogg School of Management Northwestern University Dr Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story Reputation Rules is a landmark work bringing to light Dr Diermeier's groundbreaking insights in this critical area He offers the frameworks strategies and processes for changing your company's focus as quickly as the world is changing around you

He touches on all of the reputational issues that need to be managed from a strategic level describing how to Overcome direct challenges from influential activist and political forces Manage corporate scandals including executive compensation Use external seemingly unrelated events to boost reputation Build a reputation management process into everyday operations In addition Dr Diermeier provides case studies of Shell s confrontation with Greenpeace Mercedes s recovery from the Moose crisis AIG s executive bonus fallout Wal Mart s reputation building response to Hurricane Katrina and numerous other scenarios illustrating what works and what doesn t when it comes to reputation management Brimming with keen insights and lucid examples Reputation Rules is a guidepost for your organization s future and a salve for crisis management

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

Managing Online Reputation Charlie Pownall, 2015-09-29 Managing Online Reputation is a comprehensive look at online reputation management Drawing on recent examples of organizations managing their online reputations effectively and ineffectively it provides a practical and visual tool kit of processes and techniques to help limit and respond effectively to negative situations on social media

Informe Anual 2015. (Ed. Argentina) La Marca España desde la Teoría de la Reputación. La Comunicación Empresarial y La Gestión de los Intangibles en España y Latinoamérica Justo Villafañé, 2015-10-02 El informe anual sobre La comunicaci n empresarial y la gesti n de los intangibles en Espa a y Latinoam rica acude a su decimos ptima cita para ofrecer investigaci n en la frontera del conocimiento y dar cuenta de los principales hitos sobre los intangibles empresariales a ambos lados del Atl ntico Como en ediciones anteriores el informe cuenta con el apoyo del Departamento de Comunicaci n Audiovisual y Publicidad 1 de la Universidad Complutense de Madrid y de seis patrocinadores la Caixa El Corte Ingl s Iberdrola Iberia Mapfre y Telef nica Entre los principales contenidos de la edici n de 2015 destacan En el cap tulo de Tendencias se analizan las principales novedades en el mbito de la gesti n de la reputaci n y los intangibles ofreciendo los

avances más recientes en gestión de riesgos transformación digital redes sociales RSC o nuevos formatos para el reporting La sección de Papers recoge trabajos de investigación sobre temas como los límites a la acción de los gobiernos la quiebra de la confianza y sus efectos sobre la industria de servicios financieros la nueva cultura de consumo caracterizada por lo emocional y el culto a las marcas los retos de la igualdad la longevidad y la diversidad cultural a los que se enfrenta la sociedad española el concepto de intangible en el sector público su contexto y sus implicaciones comunicativas los retos del sector bancario tras la crisis financiera la gestión de la reputación en el sector público la estrategia de relaciones públicas en entornos virtuales el valor de la confianza y la reputación en la empresa familiar y el espacio corporativo como elemento impulsor del cambio cultural

The SAGE Encyclopedia of Corporate Reputation Craig E. Carroll, 2016-05-31 What creates corporate reputations and how should organizations respond Corporate reputation is a growing research field in disciplines as diverse as communication management marketing industrial and organizational psychology and sociology As a formal area of academic study it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries products services and performance dimensions and for regions Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings In addition today's changing stakeholder expectations the growth of advocacy demand for more disclosures and greater transparency and globalized mediatized environments create new challenges pitfalls and opportunities for organizations Successfully engaging dealing with and working through reputational challenges requires an understanding of options and tools for organizational decision making and stakeholder engagement For the first time the vast and important field of corporate reputation is explored in the format of an encyclopedic reference *The SAGE Encyclopedia of Corporate Reputation* comprehensively overviews concepts and techniques for identifying building measuring monitoring evaluating maintaining valuing living up to and or changing corporate reputations Key features include 300 signed entries are organized in A to Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross References and Further Readings to guide students to in depth resources Although organized A to Z a thematic Reader's Guide in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study A Resource Guide in the back matter lists classic books key journals associations websites and selected degree programs of relevance to corporate reputation A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies The work concludes with a comprehensive Index which in the electronic version combines with the Reader's Guide and Cross References to provide thorough search and browse capabilities

Informe Anual 2015. La Marca España desde la Teoría de la Reputación. La Comunicación Empresarial y La Gestión de los Intangibles en España y Latinoamérica Justo Villafañé, 2015-10-02 El informe anual sobre La comunicación empresarial y la gestión de los intangibles en España y

Latinoamérica acude a su decimoséptima cita para ofrecer investigación en la frontera del conocimiento y dar cuenta de los principales hitos sobre los intangibles empresariales a ambos lados del Atlántico. Como en ediciones anteriores el informe cuenta con el apoyo del Departamento de Comunicación Audiovisual y Publicidad 1 de la Universidad Complutense de Madrid y de seis patrocinadores: la Caixa, El Corte Inglés, Iberdrola, Iberia, Mapfre y Telefónica. Entre los principales contenidos de la edición de 2015 destacan: En el capítulo de Tendencias se analizan las principales novedades en el ámbito de la gestión de la reputación y los intangibles ofreciendo los avances más recientes en gestión de riesgos, transformación digital, redes sociales, RSC o nuevos formatos para el reporting. La sección de Papers recoge trabajos de investigación sobre temas como los límites a la acción de los gobiernos, la quiebra de la confianza y sus efectos sobre la industria de servicios financieros, la nueva cultura de consumo caracterizada por lo emocional y el culto a las marcas, los retos de la igualdad, la longevidad y la diversidad cultural a los que se enfrenta la sociedad española, el concepto de intangible en el sector público, su contexto y sus implicaciones comunicativas, los retos del sector bancario tras la crisis financiera, la gestión de la reputación en el sector público, la estrategia de relaciones públicas en entornos virtuales, el valor de la confianza y la reputación en la empresa familiar y el espacio corporativo como elemento impulsor del cambio cultural.

Финансовая политика в сфере инноваций: проблемы формирования и реализации: Владимировна Ольга Николаевна, Петрова Аида Талытовна, Астраханцева Ирина Анатольевна, Мигунова Марина Ивановна, Елгина Екатерина Александровна, Руйга Ирина Рудольфовна, Гаврильченко Григорий Семенович, Рустамова Ираида Талытовна, 2013-11-25

Creating Powerful Brands Leslie de Chernatony, Malcolm McDonald, 2012-11-27. This is the third edition of one of the world's most respected and successful books on branding. Written by an internationally acclaimed branding expert and author of *From Brand Vision to Brand Evaluation* it has been comprehensively revised and updated with a raft of new cases and examples. The book gives the professional and the student a deep understanding of the functioning and management of the modern brand and contains a powerful analysis of new areas such as e-branding and e-marketing. A completely new set of advertising and brand images to illustrate key points. A powerful analysis of the key drivers of brand value. There can be no doubt that the power of brands in the international marketplace is still growing and that *Creating Powerful Brands* third edition can explain both why and how they work.

Informe Anual 2015. (Ed. Perú) La Marca España desde la Teoría de la Reputación. La Comunicación Empresarial y La Gestión de los Intangibles en España y Latinoamérica Justo Villafañé, 2015-10-02. El informe anual sobre la comunicación empresarial y la gestión de los intangibles en España y Latinoamérica acude a su decimoséptima cita para ofrecer investigación en la frontera del conocimiento y dar cuenta de los principales hitos sobre los intangibles empresariales a ambos lados del Atlántico. Como en ediciones anteriores el informe cuenta con el apoyo del Departamento de Comunicación Audiovisual y Publicidad 1 de la Universidad Complutense de Madrid y de seis patrocinadores: la Caixa, El Corte Inglés, Iberdrola, Iberia, Mapfre y Telefónica. Entre los principales contenidos de la edición de 2015 destacan: En el capítulo de Tendencias se analizan

las principales novedades en el ámbito de la gestión de la reputación y los intangibles ofreciendo los avances más recientes en gestión de riesgos transformación digital redes sociales RSC o nuevos formatos para el reporting La sección de Papers recoge trabajos de investigación sobre temas como los límites a la acción de los gobiernos la quiebra de la confianza y sus efectos sobre la industria de servicios financieros la nueva cultura de consumo caracterizada por lo emocional y el culto a las marcas los retos de la igualdad la longevidad y la diversidad cultural a los que se enfrenta la sociedad española el concepto de intangible en el sector público su contexto y sus implicaciones comunicativas los retos del sector bancario tras la crisis financiera la gestión de la reputación en el sector público la estrategia de relaciones públicas en entornos virtuales el valor de la confianza y la reputación en la empresa familiar y el espacio corporativo como elemento impulsor del cambio cultural

SANAL ORTAMDA İTİBAR YÖNETİMİ - Kurumsal İtibar Yönetimi ve İnternet'te İtibarı İzlemenin, Korumanın ve Güçlendirmenin Yolları Gamze Er, 2008irketlerin ve diğer kurumların internet ortamında itibarlarını nasıl y neteceklerini anlatan bu kitap dünyada alanında ilk tir Kitap nemli Sorular Cevaplıyor Kurumsal itibar nedir itibar nasıl geliştirilir Sanal ortamda neler itibar etkiliyor Sosyal Medya nedir itibar nasıl etkiler Sanal ortamda itibar nasıl izlenir ve nasıl güçlendirilir itibarın zedelenmesi durumunda neler yapılabilir Kitap okuyuculara Yararlar Sunuyor Akademisyenleri in bir başvuru kaynağı Kurum yöneticileri ve analistleri in bir kılavuz

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

The sustainable enterprise: learning from DJSI leaders, 2005 En los últimos años las expresiones sostenibilidad desarrollo sostenible responsabilidad corporativa y empresa sostenible se han incorporado al vocabulario habitual de directivos empresarios y académicos Sin embargo todavía subsisten cierta confusión y diferentes opiniones sobre el significado e implicaciones de dichos conceptos El objetivo básico de este libro ha sido arrojar luz sobre la noción de empresa sostenible abordando cuestiones como ¿qué es una empresa sostenible cuáles son sus principales características o en qué difiere del modelo de empresa tradicional Para realizar este estudio se ha elegido a los dieciocho líderes sectoriales del índice Dow Jones de Sostenibilidad IDJS Uno de los conceptos básicos en que se basa La empresa sostenible se refiere a los valores que una empresa ha de interiorizar para avanzar hacia la sostenibilidad El valor

central de la empresa sostenible es su conciencia del sistema del que forma parte y su sentido de pertenencia al mismo En lugar de ser una depredadora neta del sistema f sico social la empresa sostenible obtiene recursos del sistema con el prop sito de contribuir a la creaci n neta de riqueza De acuerdo con esta concepci n y a trav s del an lisis de las dieciocho empresas l deres del IDJS se explora c mo estas empresas est n integrando la sostenibilidad en su gobierno en la formulaci n de su estrategia y en sus sistemas de gesti n Asimismo se analiza de qu manera su apertura hacia el entorno f sico y social ha contribuido al desarrollo de un di logo honesto fluido y abierto con grupos de partes interesadas Los resultados conclusiones y buenas pr cticas descritos en este libro resultar n tiles a aquellas compa as que conscientes de la importancia de la sostenibilidad est n intentando interiorizar el desarrollo sostenible como un motor fundamental de sus procesos de creaci n de valor Asimismo la conceptualizaci n de la empresa sostenible podr servir de base para futuros proyectos de investigaci n

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

Handbuch der Wirtschaftssoziologie Andrea Maurer, 2016-09-01 Das Handbuch der Wirtschaftssoziologie b ndelt soziologische Perspektiven auf Wirtschaft und demonstriert den Beitrag soziologischer Erkl rungen und Analysen f r ein besseres Verst ndnis wirtschaftlicher Institutionen und Prozesse Die Beitr ge schlie en damit sowohl eine L cke innerhalb der klassischen Soziologie als auch der neoklassischen Konomik Es vermittelt einen fundierten und gut aufbereiteten berblick klassischer sozialwissenschaftlicher Zug nge und die Grundposition der neuen Wirtschaftssoziologie In der zweiten Auflage finden sich dar ber hinaus auch wichtige aktuelle Theorieentwicklungen und bedeutende empirische Studien dargestellt Neu hinzugekommen sind au erdem gesellschaftstheoretische Beitr ge zum Kapitalismus bzw zu Prozessen der Vermarktlichung und Konomisierung und zu deren kritischer Wahrnehmung in der Gesellschaft Internal Marketing: Issues and

Perspectives for Internal Customer-Centric Management Pantea Foroudi, Morteza Akbari, 2024-09-21 There has been a growing interest in the subject of internal marketing issues and perspectives principles foundations and concepts in recent years amongst academics and practitioners because there is a belief that successful and improvement in a competitive market gains through deliver better service to customer firstly to internal customers i e employees of organization and create

satisfaction in them which in turn influence consumer patronage and loyalty and consumer decision making The significant role of the internal marketing is to developing and maintaining relationships with the internal stakeholders of a contemporary organisation There is an extensive belief in today s society on how the company viewed by key stakeholders such as investors and shareholders consumers and customers both internal and external members of the community and employees in which the company resides The challenge is to explore new and effective ways to harness the power of the communication opportunities it presents to engage with stakeholders in interactive immediate and innovative ways Any successful communication campaign will include them in its strategy We view the study of the relationship between internal marketing internal and external stakeholders and companies to be timely topics for further investigation

Managing Brand Transgressions Shailendra Pratap Jain, Shalini Sarin Jain, 2024-07-22 Boeing Max 737 s twin crashes Volkswagen s Dieseldieselgate scandal worms in Cadbury s chocolates cyanide in Tylenol the MeToo movement In the past 24 48 hours chances are you have read about a brand believed to have transgressed in some part of the world These and other transgressions real or perceived plague company brands and as in the case of the MeToo movement human brands routinely and globally And they often come with serious consequences consumer injury billions of dollars in recovery and restitution legal nightmares bankruptcy and damage to the brand Despite their universal prevalence negative outcomes and the justified media frenzy around their occurrence in depth thorough and critical reflections on brand transgressions are scarce Consequently barring the lens of some quick fix solution managers lack a precise understanding of how to handle such potentially explosive situations *Managing Brand Transgressions 8 Principles to Transform Your Brand* presents over 25 case studies of brands like Boeing Cadbury Dolce Gabbana Fox News Maggi Starbucks Stolichnaya Vodka and Tylenol in countries such as USA China India UK Germany Italy Japan and Latvia Through these real life stories the book captures a snapshot of approximately 50 years of company responses to crises some successful some not caused by brand transgressions Most importantly it provides managers with a roadmap of eight principles that companies must use to turn transgressions into opportunities and transform their brands from inside out Thoroughly researched gripping and provocative this book can guide a brand not only through its crisis but prevent it from becoming a dinosaur

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