

Managing Corporate Reputations

Adam Jolly

Managing Corporate Reputations:

Corporate Reputation Ronald J. Burke, Graeme Martin, Cary L. Cooper, Managing Corporate Reputation and Risk Dale Managing Corporate Reputation Susan Croft, John Dalton, 2003 Offering practical and expert Neef,2003 Table of contents 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 Corporate Reputation Ronald J. Burke, Graeme responsibility risk analysis and crisis management is included Martin, 2016-05-13 Increasing media scrutiny global coverage and communication via the internet means corporate reputation can be damaged guickly 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 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 - Managing Corporate Reputation** BPP Learning Media (Firm),2010 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 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 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

Managing Reputation in The Banking Industry Stefano Dell'Atti, Annarita Trotta, 2016-04-15 The topic of reputational crisis in the banking sector has received increasing attention from academics and practitioners This book presents expert contributions that cover three main aspects first an extensive review of the literature on reputational risk in the banking sector aimed to identify the relationships between causes effects stakeholders and key qualitative quantitative variables involved during the reputational crisis of a bank second devising a conceptual framework for management of reputational crisis in banking and finally testing this framework with the results of an empirical analysis carried out by observing key variables of some known cases of reputational crisis relating to international banks and proposing case studies regarding the dynamic process of reputation management Corporate reputation Ángel Alloza, Enrique Carreras, Ana Carreras, 2013-06 Reputation has become an essential strategic asset for companies Those businesses that enjoy a good reputation are able to differentiate themselves thus attracting investments and retaining customers and employees while at the same time stakeholders of such companies demonstrate higher levels of satisfaction and loyalty towards the companies products and brands Currently corporate reputation is one of the most popular non financial indicators used by organizations both in the public and private sectors This book is an in depth investigation of the psychosocial nature of corporate reputation and we invite the reader to join us on a journey of discovery When reputation first appeared as a concept it brought about promises and hopes It was viewed as a solution capable of reconciling the interests of different stakeholders and making the whole organization stronger However this giant soon turned out to have feet of clay as it was lacking in sufficient theoretical and methodological foundation Nonetheless when we step into the terra incognita of corporate intangible assets we will understand that the vague idea of reputation is gradually acquiring a scientific form thanks to the development of measurement tools and models that lay a foundation for the long sought after means of managing reputation

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 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 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 quide 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 **New Strategies for** 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 Brand Anarchy Stephen Waddington, Steve Earl, 2012-03-29 As the media landscape company s reputation for success 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

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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 Managing Reputational Risk Jenny Rayner,2004-03-05 Managing Reputational Risk shows how any organisation can apply simple risk management principles to build stakeholder confidence and safeguard and enhance reputation It positions reputation and its associated threats and opportunities where they rightfully belong in the domain of the board room at the heart of good corporate governance leading edge strategy development effective risk management corporate responsibility comprehensive assurance and transparent communications Illustrates through numerous examples of good and not so good business practice the importance of respecting and nurturing reputation as a critical intangible asset Demonstrates how mastery of reputation risks can enable an organisation to be seen as responsible and responsive as well as equipping it to meet the challenges that lie ahead

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