

# REPUTATION



Realizing  
Value  
from the  
Corporate  
Image

20TH ANNIVERSARY  
EDITION

CHARLES J. FOMBRUN

HARVARD BUSINESS SCHOOL PRESS

# Reputation Realizing Value From The Corporate Image

**Charles J. Fombrun**



## **Reputation Realizing Value From The Corporate Image:**

**Reputation** Charles J. Fombrun, 1996 This work provides an analysis of the determinants and effects of reputation management It demonstrates the economic value of a corporate reputation quantifying the economic returns for well regarded companies and presents recommendations and processes for assessing and improving reputation INDICE Introduction why reputations matter Part 1 The hidden value of a good reputation going for the gold what s in a name enlightened self inter Etc *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 **Understanding Corporate**

**Communications** Dmytro Oltarzhevskiy, Yevgen Zagorulko, 2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company s behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book s main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals

*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 Hidria 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

**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

**Marketing in the 21st Century** Bruce D. Keillor, 2007-07-30 Marketing is the crucial connection between company and customer no enterprise can expect to succeed without a substantial investment in its marketing efforts Not surprisingly marketing is one of the core areas of study in the hundreds of business schools and MBA programs around the world and a vital department of virtually every business This dynamic set showcases the most current trends issues ideas and practices in marketing especially as the field evolves in the context of globalization and advances in technology From branding to public relations e tailing to customer retention strategies overseas expansion to promoting sports products Marketing in the 21st Century covers the full spectrum of marketing related issues in their business and cultural contexts Written by leading academic thinkers and business practitioners the four volumes highlight emerging and innovative practices illustrated through examples from around the world Volume 1 New World Marketing provides insights and tools for conducting business internationally with emphasis on market research market entry and distribution strategies and coverage of emerging markets including China India and Eastern Europe Volume 2 Interactive and Multi Channel Marketing explores the impact of new technologies on acquiring and retaining customers including discussion of direct and interactive marketing techniques customer data analysis and ethics in marketing Volume 3 Company and Customer Relations deals with such issues as reputation and trust building relationship marketing sales management and customer privacy Volume 4 Integrated Marketing Communication covers consumer demographics multi media communication strategies and micromarketing Collectively these volumes represent the state of the art in the field They are an essential resource for anyone studying teaching researching or practicing the art and science

of marketing

**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 The Oxford Handbook of Corporate Reputation Michael L. Barnett, Timothy G. Pollock, 2012-07-19 The Handbook offers a diverse set of scholarly perspectives on the nature of corporate reputation what it is where it comes from and how it may be managed to create and protect corporate as well as societal value Written and organized in an accessible way it assesses the current state of the field and provides guidance for future research

**The Routledge Handbook of Language and Professional Communication** Vijay Bhatia, Stephen Bremner, 2014-02-24 The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field The four main sections of the Handbook cover Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field but also looks to possible future developments Contributions from international scholars and practitioners focusing on specific issues explore the major approaches to professional communication and bring into focus recent research This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication

*Global Aspects of Reputation and Strategic Management* David Deephouse, Naomi Gardberg, William Newbury, 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

*Online Reputation Management in Destination and Hospitality* Riccardo Rialti, Zuzana Kvítková, Tomáš Makovník, 2023-02-09 Online Reputation

Management in Destination and Hospitality's comprehensive collection of research decodifies the best practices existing in the market developing innovative strategies for tourism hospitality and destination managers to tailor marketing communication strategies to attract attention and boost their reputation      Ebook: Corporate Communication Paul A Argenti, 2014-10-16 Corporate Communication 6th Edition shows readers the importance of creating a coordinated corporate communication system and describes how organizations benefit from important strategies and tools to stay ahead of the competition Throughout the book cases and examples of company situations relate to the chapter material These cases provide readers with the opportunity to participate in real decisions that managers had to make on a variety of real problems

**Reputation Management Techniques in Public Relations** Erdemir, Ayse, 2018-01-26 Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies such as employing media plans determining communication channels setting objectives choosing the right promotional programs and message strategies budgeting and assessing the overall effectiveness of a company's public relations strategy Featuring coverage on a broad range of topics such as brand and customer communications corporate social responsibility and leadership this book is geared towards practitioners professionals and scholars seeking current research on reputation management      **The SAGE Encyclopedia of Corporate Reputation** Craig E. Carroll, 2016-05-04 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

**Contemporary Perspectives on Corporate Marketing** John M.T. Balmer,Laura Illia,Almudena González del Valle Brena,2013-07-24 Corporate marketing and corporate communications are topics that have grown in scholarly and practical importance in these last decades Fields such as branding marketing communications and public relations have all contributed to this boost Whilst there is a large amount of literature on each of these disciplines there is little systematic development from the perspective of corporate marketing and corporate communication studies although these two have the most to contribute to how companies manage their brands image and corporate identities in the 21st Century This book seeks to redress this balance and provide insights via case studies or histories on issues such as nation branding managing multiple corporate identities during merger and acquisitions and establishing a company s CSR and green image Scholars from various disciplines within the fields of public relations branding marketing and corporate identity have come together in Contemporary Perspectives on Corporate Marketing to offer the latest approaches and studies in these areas As such it will become a platform for developments in the field and serve as a respected reference resource for corporate marketing and corporate communication studies

Advanced Trends in ICT for Innovative Business Management Katarzyna Szymczyk,Ibrahiem M. M. El Emary,2021-06-29 This book contains a collection of scientific chapters addressing the emerging trends in IT and telecommunications as well as the issues that accompany them in business It addresses issues in cyber applications ICT solutions and innovative cyber know how and demonstrates how high tech IT communications resources can be used to improve business production sales and service strategies supply chains and logistics The book is based on articles from ICCMIT 20 extending their approach to specific chapters The chapters cover issues such as financial management technological upgrades Industry 4 0 and the trend towards sustainable development It utilizes examples of technologically advanced enterprises developing under Industry 4 0 assumptions at the stage of digital transformation which integrate digital technologies and business processes In addition this book discusses issues related to cyber risk management and the implementation of a number of safeguards for digitized enterprises Enterprises that orient themselves towards technological innovations find that they can reach customers faster are more effectively managed and can achieve a competitive advantage over other businesses This book will be a great aid to professionals in such companies both in IT departments and in the management team

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

**Marketing Communication** Richard J. Varey, 2002 Providing a fresh and innovative framework for the management of marketing communication processes this textbook shifts the focus from message making to relationship building focusing on a planned integrated marketing communication programme

**International Encyclopedia of Organization Studies** Stewart Clegg, James R. Bailey, 2008 Describing the field spanning individual organisation societal and cultural perspectives in a cross disciplinary manner this is the premier reference tool for students lecturers academics and practitioners to gather knowledge about a range of important topics from the perspective of organisation studies

**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 Extra can 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 Extra provides 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



## **Reputation Realizing Value From The Corporate Image** Book Review: Unveiling the Magic of Language

In a digital era where connections and knowledge reign supreme, the enchanting power of language has become much more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Reputation Realizing Value From The Corporate Image**," compiled by a highly acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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