Reputation Management: The Key To Successful Public Relations And Corporate Communication

Promoting Nonprofit Organizations: Radically Transparent
Reputation Management Revised Edition
The Oxford Handbook of Corporate Reputation
Mechanics of Online Reputation Management
Public Relations Research
Reputation Management
The Reputation Game
Crisis, Issues and Reputation Management
The SAGE Encyclopedia of Corporate Reputation
Reputation Management
The Reputable Firm
How to Measure and Manage Your Corporate Reputation
Strategic Reputation Management
Family Business:
The 18 Immutable Laws of Corporate Reputation
Corporate Reputations, Branding and People
Management: PolITICAL Reputation Management
Promotion and Marketing Communications
Studyguide for Reputation Management
Online Reputation Management
For Dummies
New Strategies for Reputation Management
Managing Corporate Reputation and Risk
Reputation Management Essentials of Corporate Communication
Corporate Reputation
Corporate Reputation and Competitiveness

Radically Transparent
This edited Promotion and Marketing Communications book is an original volume that presents a collection of chapters authored by various researchers and edited by marketing communication professionals. To survive in the competitive world, companies feel an urge to achieve a competitive advantage by using an accurate marketing communication tactics. In a pioneering marketing communication world, a concept of corporate reputation management has been developed.

Family Business:
In this book, the authors have integrated various theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communication with a company’s key audience depends upon all of the company’s internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

The Oxford Handbook of Corporate Reputation Management is a how-to guide for students and professionals, as well as CEOs and other business leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate communication units including media relations, employee communication, government relations, and investor relations, the book provides a field-tested guide to corporate reputation problems such as leaked memos, unfair treatment by the press, and negative rumors, and focuses on practical solutions. Each chapter is fleshed out with the real-world experience of the authors and contributors, who come from a wide range of professional corporate communication backgrounds. Updates to the third edition include: Global content has been incorporated and expanded throughout the book, rather than being restricted to only one chapter. Opening vignettes, examples, and case studies have been updated in each chapter. Additional case studies and examples with an international focus have been added.

Mechanics of Online Reputation Management
More important than ever--how to manage your online reputation In today's social world, managing your online reputation is more critical than ever, whether it's your company brand or yourself as a brand, and one thing is certain: everyone needs a plan. This essential book shows you how to set up a system that works every day, helps forward your brand's online goals, and is able to deal with negative chatter. Covering everyday listening and messaging as well as reputation management for special events or crises, this book walks you through step-by-step instructions and tips that will help you build and maintain a positive online presence. Shows you how to create a solid, productive online reputation management system Helps you achieve your brand's goals and be ready to deal with negative chatter or crises Explains how to set up an online reputation management and response team Covers how to identify and incorporate both everyday and crisis SEO keywords Explores reputation creation through listening, messages, images, video, and other media Helps you handle crises with social media, bloggers, and other influencers, and respond immediately Online Reputation Management For Dummies gives you the tools you need to maintain the online reputation you want.

Public Relations Research
The issue of brand has overshadowed that of reputation. It has been fashionable to re-brand, spend a lot of money on advertising and hope that you can leave your negative baggage behind. This strategy doesn't always work, witness Monday or Consignia, both victims of their 'infectious history'. Terry Hannington provides a blueprint for effectively measuring and managing your reputation. That means understanding the difference between brand and reputation, the significance of the latter and how you get your reputation in the first place. This book shows you how to measure and understand stakeholder influence via reputation assessment research techniques and, once you have done that, how to build and manage a reputation management plan.

Reputation Management: This book provides a clear insight into the meanings that people attach to popular notions such as reputation, image, brand, public relations (PR) and corporate governance. It explains how organisations use reputation and image to create competitive advantage and how to manage situations where the corporate reputation is at risk. It also explores the role that the manager plays in building and managing the business reputation and image both inside and outside the organisation.

The Reputation Game: "Corporate reputation is important in gaining long-term competitive advantage and building company value. Thus, the author points out the need to manage reputation, which, due to its complex nature and multidimensional character, is a serious and difficult challenge. The author develops a strategic model for family business reputation management. The book presents the review, systematization and synthesis of views on the notion of reputation and its role in building company value, the determinants of reputation; the identification of the characteristics and distinguishing factors of family businesses, areas of reputation building and resources involved in family business reputation building processes; and the description of determinants, components and processes in the field of corporate reputation management, and the identification of key links between them. It also identifies the key elements of the concept of family business reputation management and the relationship between them and practical recommendations for the use of reputation management concepts in improving the functioning of family businesses. The developed model can undoubtedly be developed to fit into the competitiveness of enterprises. The book will therefore be useful to researchers, students and managers who are interested in decision-making in family businesses, entrepreneurship and small business management, and leadership studies"--

Crisis, Issues and Reputation Management: 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 corporations value their reputations accordingly. New Strategies For Reputation Management shows you how to take the initiative and ensure your company's reputation can withstand the major crises and unforeseen events which may try to engulf it. Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today's information age. With interviews and case studies and hundreds of examples drawn from the author's extensive experience in the field, 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.
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 countries. Such rankings result from comparisons 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 globalization, 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 valuable literature on corporate reputation is comprehensively reviewed in this book. 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 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.

The Reputable Firm Crisis, Issues and Reputation Management defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including how to approach issues of Corporate Social Responsibility. Practical and accessible, it outlines a comprehensive approach to managing situations that may turn into crises and handling crises once they occur. Featuring a wide range of international case studies of brands who have had to respond to a variety of crises including Nestle, Unilever, General Electric, McDonald’s, Coca-cola, Cadbury, Tesco, Pan Am, RBS and more, Crisis, Issues and Reputation Management demonstrates how organizations have to understand and respond rapidly to shifting public values, rising expectations, demands for public consultation and increasingly innovative news media. As such, it provides a new and broader perspective on the topic for new and seasoned practitioners alike.

How to Measure and Manage Your Corporate Reputation A veteran Wall Street Journal editor author in branding, marketing and reputation provides the 18 crucial rules for companies to follow in developing and protecting their reputation, which can be their most valuable asset or their worst nightmare. A must read book for senior executives, consultants, advertising, public relations, and marketing professionals. From Enron and WorldCom to the Catholic Church and Major League Baseball, reputation crises have never been more widespread. Now Ronald J. Alsop, a veteran Wall Street Journal authority on branding and reputation management, explains the dangers—and gives organizations the eighteen crucial laws to follow in developing and protecting their reputations. Consider this example: A possible decision made by a low-ranking employee. When rescue workers at the site of the World Trade Center disaster sought bottled water from a nearby Starbucks outlet, they complained that an employee charged them for it. In a matter of hours, the Internet had picked up the story and Starbucks’ carefully cultivated worldwide reputation was quickly besmirched. This is just one instance among many of how the business world, ever more global and competitive, has become increasingly difficult to navigate. Studies have demonstrated the powerful impact of reputation on profits and stock prices, and yet less than half of all companies have a formal system for measuring reputation. Clearly, companies in every industry—from Dow to Disney to DaimlerChrysler—have much more to learn. It is still the rare company that realizes the full value of its reputation: how corporate reputation can enhance business in good times, become a protective halo in turbulent times, and be destroyed in an instant by people at the lowest or highest levels of the corporate ladder. Mr. Alsop provides eighteen thoroughly documented lessons based on years of experience covering every aspect of corporate reputation, with a clear distillation of the complex principles at the heart of a reputation. He explains: How to protect your reputation when the inevitable crisis hits • How to cope with the many hazards in cyberspace • How to create a reputation for vision and industry leadership • How to establish a culture of ethical behavior • How to measure and monitor your ever-changing public image • How to make employees your reputation champions • How to decide when it is time to change your name The result is a book that is important not only for business executives, consultants, and advertising, public relations, and marketing professionals but also for anyone eager to learn more about the companies they work for, buy from, and invest in.

Strategic Reputation Management The book aims to give senior executives and communications professionals a guide to the importance of reputation (in terms of how positively or negatively an organisation is perceived by stakeholders such as employees, customers and members of the media), and inspire their thinking in managing reputation.

Reputation Management and Family Business This lively book offers the first comprehensive examination of character assassination. In modern politics as well as in historical times, character attacks abound. Words and images, like psychological weapons, have sullied or destroyed numerous individual reputations. How does character assassination "work" and when or why does it not? Are character attacks getting worse in the age of social media? Why do many people fail when they are under character attack? How should they prevent attacks and defend against them? Moving beyond discussions about corporate reputation management and public relations canons, Character Assassination and Reputation Management is designed to help understand, critically analyze, and effectively defend against such attacks. Written by an international and interdisciplinary team of experts, the book begins with a discussion of theoretical and applied features of the "five pillars" of character assassination: (1) the attacker, (2) the target, (3) the media, (4) the audience, and (5) the context. The remaining chapters present engaging in-depth discussions and case studies suitable for homework and class discussion. These cases include: Historic figures Leaders from modern times Women in politics / U.S. presidents World leaders Political activists Democratic leaders Scientists Celebrities Featuring an extensive glossary of key terms, critical thinking exercises, and summaries to encourage problem-based learning, Character Assassination and Reputation Management will prove invaluable to the undergraduate and postgraduate students in communication, political science, global affairs, history, sociology, and psychology departments.

The 18 Immutable Laws of Corporate Reputation • release reputation bearers from the burden of being constantly no-tored and reduce the likelihood of government or public supervision and control. • strengthen client trust, ease the recruitment and retention of capable employees and improve access to capital markets or attract investors. • legitimate positions of power and build up reserves of trust which - lowed companies and politicians – but also researchers and journalists – to put their issues on the public agenda, present them credibly and mould them in their own interests. But a fear of loss is not the only reason for the steadily increasing - portance of reputation in corporate management today (or more especially, in the minds of top management). Rather, the main reason is that corporate reputation has shifted from being an unquantifiable 'soft factor to a me- urable indicator in the sense of management control. And it is a variable that is obviously relevant to a company's performance: recent studies by the European Centre for Reputation Studies and the Ludwig-Maximilians- Universität of Munich compared the stock market performance of a port- of the top 25% of reputation leaders (based on regular reputation me- urements in the wider public) with that of the German DAX 30 stock m- ket index. The results show that a portfolio consisting of reputation leaders outperformed the stock market index by up to 45% – and with less risk. Fig. "Performance of 'reputation portfolios' vs. the heart of a reputation. He explains: • How to protect your reputation when the inevitable crisis hits • How to cope with the many hazards in cyberspace • How to create a reputation for vision and industry leadership • How to establish a culture of ethical behavior • How to measure and monitor your ever-changing public image • How to make employees your reputation champions • How to decide when it is time to change your name The result is a book that is important not only for business executives, consultants, and advertising, public relations, and marketing professionals but also for anyone eager to learn more about the companies they work for, buy from, and invest in.

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Essentials of Corporate Communication This volume is a major contribution to the trans-national debate on public relations research and communication management. It presents dominant concepts and findings from the scientific community in Germany in English language. At the same time, the compilation consists of most influential and most cited contributions by academics from all over the world. This book honours Guenter Bentele, one of the international spearheads of public relations research, and gives academics, students and communication managers a focused insight into the field.

Character Assassination and Reputation Management This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company’s key audience depends upon all of the company’s internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication. Thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

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The Reputation Playbook Reputation is a commercially valuable asset. This book focuses upon how enhanced reputation can contribute to commercial asset management through increased share price premium and competitive performance, while reputation loss can significantly erode the ability of the business to successfully retain its market share, maximise shareholder value, raise new一波 manage debt and remain independent. It provides practical models and checklists designed to plan reputation management and risk communication strategies.

Reputation Capital Reputation management is the most important theme in public relations and corporate communication today. John Doorley and Halis Fred Garcia argue that most CEOs don’t actually pay much heed to reputation and this is to their peril. This book is a how-to guide for professionals and students in public relations and corporate communication, as well as for CEOs and other leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate communication units (media relations, employee communication, government relations, and investor relations, for example), the book provides a field-tested guide to corporate reputation problems such as leaked memos, unfair treatment by the press, and negative rumors — and it is this rare book that focuses on practical solutions. Each chapter is fleshed out with real-world experience by the authors and their contributors who come from a wide range of professional corporate communication backgrounds. This new edition features new and updated examples throughout, two new chapters on social media and public relations consulting, a new textbox feature in each chapter relating key concepts to public relations and corporate communication, expanded coverage of global issues, and a new Companion Website at: www.routledge.com/textbooks/doorley, featuring lecture materials for instructors and extensive learning resources for students and professionals.

Reputation Management 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 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.

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Studyguide for Reputation Management This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management, crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This approach has been trialed in a number of organizations and the authors demonstrate how improving reputation, merely by learning more about what a company is already doing, is worth some five per cent sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior management. Highly illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field.

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Organizational Reputation in the Public Sector A favorable reputation is an asset of importance that no public sector entity can afford to neglect because it gives power, autonomy, and access to critical resources. However, reputations must be built, maintained, and protected. As a result, public sector organizations in most OECD countries have increased their capacity for managing reputation. This edited volume seeks to describe, explain, and critically analyze the significance of organizational reputation and reputation management activities in the public sector. This book provides a comprehensive first look at how reputation management and branding efforts in public organizations play out, focusing on public agencies as formal organizations with their own hierarchies, identities, and cultures – existing in a network of other public organizations with similar or different functions, power, and reputation. From this unique organizational perspective, the chapters in this volume examine issues such as organizational identity, power, conflict, politics, culture, and symbolism within the public sector. Paying specific attention to strategies and processes, and illustrating with examples from the countries of Belgium, Denmark, Norway, Ireland, Israel, Italy, and Sweden, the book deepens our understanding of reputation management efforts at various levels of government.

Strategic Reputation Risk Management 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.

Essentials of Corporate Communication With the collapse of high-profile companies such as Enron and Tyco, worldwide anti-globalization protests, and recent revelations of questionable behavior by financial groups and auditors, corporate behavior has become the highest priority topic for businesspeople, investors, politicians and the public. Yet despite the critical importance of maintaining public and shareholder trust, most corporations make very little formal effort to actively manage the activities that can put their reputation, share price, and customer base at risk. Most corporations officially embrace the concept of Corporate Social Responsibility; but giving money away to local communities or worthy causes will not prevent an ethical disaster. The problem is not social irresponsibility; the problem is a lack of knowledge about what is taking place in the company or at its subcontractor sites. What companies need to be thinking about is not a theoretical construct around Corporate Social Responsibility, or how they can spin public opinion by charitable actions. They need to be thinking about how they can create a practical knowledge and risk management framework in their company that allows them to avoid costly and reputation-damaging behavior in the first place. Ultimately, this comes down to knowledge management. Whether violations of human rights, employment law, or environmental standards - or simply accounting shenanigans - invariably the reason that these activities are not anticipated and avoided is simply that executives and board members do not realize what is happening in the organization, and what the likely implications of actions will be. And the larger the organization, the more extensive that lack of knowledge. The good news is that developing a strategic approach to corporate integrity is neither exceptionally expensive nor particularly difficult. The problem is that companies that are already using sophisticated information technology and knowledge management tools for gathering internal and external information have focused those systems and practices almost exclusively on operational issues and increasing productivity. But these same knowledge management techniques - built around ethical guidelines being developed by international standards groups - can be used by companies to create an effective global policy for building and maintaining corporate integrity. This means applying knowledge management techniques in three important areas: "First, they need to mobilize key employee knowledge and the vast amount of information available on potentially sensitive issues in a way that allows key decision-makers to "sense and respond" quickly and correctly to developing risks. "Second, it means creating objective, scenario-based guidelines for ethical behavior, communicating those guidelines using knowledge management techniques among key organizational leaders, and providing a workable system of incentives for managers to surface potentially dangerous issues. " Third, companies need to adopt emerging guidelines such as AA1000 that provide for ethical procedures and performance indicators that enable companies to audit and monitor their own behavior, and also to provide shareholders and the buying public with an objective report on the company's ethical performance. Much like ISO 9000, Six Sigma and other performance and productivity and practice standards of the 1990s, these new global ethics standards will inevitably become a baseline by which investors and customers judge a company's potential for future growth and stability. High marks on auditable ethical performance set against these guidelines will become an important way for companies to differentiate themselves from their competition in the future.

Developing a workable program for corporate ethics will be one of the most important issues of this decade, and 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 corporation takes these issues seriously. This book, therefore, will be a primer for business people and business students worldwide who will shortly be tasked with devising or participating in those types of corporate integrity initiatives, and will explain how knowledge management is indispensable as a tool for helping corporations to manage their risk and integrity policies. Through a mixture of leading practice case studies and a clear framework, it will show how a corporation can begin to combine leading practices in risk and knowledge management with emerging international guidelines in order to develop and manage a program of corporate integrity.

Corporate Reputation This book revisits the concept of reputation, bringing it up to date with the era of social media and demonstrating the significance of a good reputation for making sustainable business. Using an easy-to-follow approach, the authors present all key aspects business leaders should know about reputation in the age of the communication revolution and clearly demonstrate how a good reputation can be a company’s permit to do business, its raison d’être and a guarantor of trust.

Corporate Reputation and Competitiveness This book provides a clear blueprint for preparing and executing world-class corporate communications, PR, and reputation management strategies across a range of scenarios, from best-case to worst-case. It explains how to plan, execute, and manage data-driven, evidence-based corporate communications and reputation management strategies for the modern digital economy. The book provides actionable frameworks, practical roadmaps, step-by-step blueprints for deploying advance analytics, predictive modeling and big data techniques to manage corporate communications and reputation management strategies successfully and effectively. It shows how to pick the right team and the right tools for getting the job done, quickly and cost-effectively. In addition, the proper role of advanced analytics, predictive modeling, machine learning and other data-driven technologies in developing modern corporate communications and reputation management strategies are explored.

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