

managing
CORPORATE
reputations



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Managing Corporate Reputations

John Doorley, Helio Fred Garcia



Managing Corporate Reputations:

Corporate Reputation Ronald J. Burke, Graeme Martin, Cary L. Cooper, 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 company's reputation for success.

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 Corporate**

Reputation and Risk Dale Neef, 2003 Table of contents Managing Corporate Reputation Susan Croft, John Dalton, 2003 Offering practical and expert 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 responsibility, risk analysis and crisis management is included. **Corporate Reputation** Stuart Roper, Chris Fill, 2012 Why should and how can organisations manage their reputations? All organisations the executives who

direct them the employees who create value and their stakeholders who influence them interact and can impact on corporate reputation In a 24 7 media environment where even a tweet can shape impressions the importance of reputation management has never been higher Every single move decision taken and each isolated event that involves a company or public figure is scrutinised documented and publicised globally compounding the task of reputation managers Just ask BP Toyota or Tiger Woods Corporate Reputation Brand and Communication defines what is meant by corporate reputation discusses the rise in importance and complexity of managing corporate reputation considers the nature and characteristics of corporate brands stresses the importance of employees in the development of strong corporate brands explores how corporate communication can influence branding image and reputation Key features Chapter objectives each chapter opens with a brief commentary on the broad issues that will be addressed to help signal the primary topics that are covered in the chapter and so guide the learning experience Viewpoints these examples demonstrate how a particular aspect of corporate reputation has been used by an organisation in a particular context They feature companies such as Ryanair MTV Google Disney and M decins Sans Fronti res Summaries and minicases chapter summaries followed by discussion questions enable you to consolidate and test your understanding of the content of each chapter Mini case studies help readers consider some of the issues explored within each Part of the book Online resources students have access to further materials on the accompanying website including short video presentations by the authors explaining the main concepts outlined in each chapter and annotated weblinks For lecturers there is an Instructor s Manual and customisable PowerPoint slides Go to www.pearsoned.co.uk/roperfill This is the essential companion for undergraduate and postgraduate students studying corporate reputation branding corporate communication and public relations It is also an invaluable resource for students studying for professional marketing qualifications most notably the Managing Corporate Reputation module on the Professional Postgraduate Diploma offered by The Chartered Institute of Marketing About the authors Dr Stuart Roper is Senior Lecturer in Marketing at Manchester Business School MBS UK His main teaching interests focus on branding and communications corporate reputation marketing strategy and services marketing He teaches undergraduate Masters and MBA classes at the school as well as being involved in executive education with senior managers at a large number of blue chip organisations He is the Programme Director of MBS s Corporate Communications and Reputation Management Masters programme Chris Fill is the founder and Managing Director of Fillassociates He has authored several books including his internationally recognised Marketing Communications Formerly a Principal Lecturer at the University of Portsmouth Chris is a Visiting Professor at the Grenoble Graduate School of Business and is a Fellow of The Chartered Institute of Marketing He was the Senior Examiner responsible for the development of the CIM s Professional Postgraduate Diploma module Managing Corporate Reputation

Reputation Management John Doorley, Helio Fred Garcia, 2020-07-14 Reputation Management is an established how to guide for students and professionals as well as CEOs and other business leaders This fourth edition is

updated throughout including new social media management techniques for the evolving age of digital media and perspectives on reputation management in an era of globalization The book is embroidered by ethics and organized by corporate communication units such as media relations issues management crisis communication organizational communication government relations and investor relations Each chapter is fleshed out with the real world experiences cited by the authors and contributions from 36 leaders in the field including The Arthur W Page Society the International Communications Consultancy Organization the PR Council CVS Health Edelman and Ketchum This was the first book on reputation management and now in its fourth edition remains a must have reference for students taking classes in public relations management corporate communication communication management and business CEOs business leaders and professionals working in these areas find it a reliable resource for measuring monitoring and 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 *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

Reputation Management Sabrina Helm, Kerstin Liehr-Gobbers, Christopher Storck, 2011-08-29 Reputation is the most complex asset of an organization Despite the call for consistent management of corporate reputation comprehensive approaches to measure and steer a company's reputation are still in their infancy Reputation management aims at creating a balance between stakeholder demands perceptions and corporate reality in order to foster behavior that helps a company achieve its business goals It needs to be based on thorough research and requires orchestrated execution through management processes across organizational units communication disciplines and countries This calls for a management system to establish a closed cycle of strategic planning implementation performance measurement and reporting The book gives answers to the following questions What is reputation and which conceptualizations do exist What are the state of the art methods and tools to measure corporate reputation What are best practice examples and future trends in the field of corporate reputation management

Reputation Management and

Family Business Zdzisława Dacko-Pikiewicz, 2021-10-31 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 seen as a pioneering contribution to research 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 *CIM - Managing Corporate Reputation* BPP Learning Media (Firm), 2010

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 Reputation and Competitiveness* Rosa Chun, Rui Da Silva, Gary Davies, Stuart Roper, 2005-09-29 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 trialled in

a number of organizations and here 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

Essentials of Corporate Communication Cees B.M. Van Riel, Charles J.

Fombrun, 2007-08-07 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

Reputation Management Andrew

Hiles, 2011-12-19 QFINANCE KEY CONCEPTS series is an essential aid to the budding finance professional who requires the distilled and in depth information for that all important meeting interview or daily task Each book is set to a standard format which includes real life case studies chapter summaries and step by step advice plus sources of further information

Creating Corporate Reputations Grahame Dowling, 2002 Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company Good reputations have been shown to help firms attain and sustain superior financial performance in their industry This book outlines how high status companies become corporate super brands and it presents managers with a framework to proactively enhance their corporations desired reputation While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement this book provides a more expansive and realistic picture of what it takes to build a corporate super brand One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation building process and exposes the limitations of corporate advertising sponsorships and minor corporate identity change Drawing on more than fifteen years of academic research executive seminars and consulting experience Grahame Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation

How to Measure and

Manage Your Corporate Reputation Terry Hannington, 2004 After developing a company's brand concept and the right level of consistency in brand visual imagery throughout that company how can a manager ensure that at each customer touch

point the brand is reinforced and not damaged Terry Hannington shows how to measure and manage any corporate reputation

The Oxford Handbook of Corporate Reputation Michael L. Barnett, Timothy G. Pollock, 2012-07-19 What does it mean to have a good or bad reputation How does it create or destroy value or shape chances to pursue particular opportunities Where do reputations come from How do we measure them How do we build and manage them Over the last twenty years the answers to these questions have become increasingly important and increasingly problematic for scholars and practitioners seeking to understand the creation management and role of reputation in corporate life This Handbook intends to bring definitional clarity to these issues giving an account of extant research and theory and offering guidance about where scholarship on corporate reputation might most profitably head Eminent scholars from a variety of disciplines such as management sociology economics finance history marketing and psychology have contributed chapters to provide state of the art definitions of corporate reputation differentiate reputation from other constructs and intangible assets offer guidance on measuring reputation consider the role of reputation as a corporate asset and how a variety of factors including stage of life nation of origin and the stakeholders considered affect its ability to create value and explore corporate reputation's role more broadly as a regulatory mechanism Finally they also discuss how to manage and grow reputations as well as repair them when they are damaged In discussing these issues this Handbook aims to move the field of corporate reputation research forward by demonstrating where the field is now addressing some of the perpetual problems of definition and differentiation and suggesting future research directions

Brand Anarchy Stephen Waddington, Steve Earl, 2012-03-29 Organisations of all types and sizes protect their reputations fiercely but what can they do when things get out of control How can they cope with the challenges of new media This plain speaking shrewd book is a survival guide for anyone concerned what others think or say about them

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