



Corporate Reputation Corporate Reputation

Ronald J. Alsop



Corporate Reputation Corporate Reputation:

Corporate Reputation Ronald J. Burke, Graeme Martin, Cary L. Cooper, **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 **Corporate Reputation, Brand and Communication** Chris Fill, Stuart Roper, 2012-06-21 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 all interact and can impact 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 The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not have an expiry date You will continue to access your digital ebook products whilst you have your Bookshelf installed *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

Creating Corporate Reputations : Identity, Image and Performance Grahame Dowling,2000-12-07 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 present managers with a framework to proactively enhance their corporation s 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

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 Mr Graeme Martin,Prof Sir Cary L Cooper CBE,Professor Ronald J Burke,2012-08-28 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

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

The 18 Immutable Laws of Corporate Reputation Ronald J. Alsop, 2006 Indispensable insights into creating and maintaining a good corporate reputation The writing is straightforward and refreshingly free of jargon and the company examples are timely relevant and revealing Paul Danos Dean Tuck School of Business at Dartmouth Every executive will benefit from reading this expertly written guide Ronald Sargent President and CEO Staples Inc A unique combination of expert journalistic insight and knowledge gained from quantitative research into how people perceive corporations Joy Marie Sever Senior VP The Reputation Practice at Harris Interactive In this topical and up to date book Wall Street Journal news editor Ron Alsop provides 18 lessons based on years of experience covering every aspect of corporate reputation He shows the benefits of a good reputation the consequences of a bad one how to measure reputation and nurture a good one There s advice on how to identify the most likely dangers to a company s reputation how to use the Internet to control perception of an organization and how to present good deeds in the right way Punchy and informative it draws on real life examples from major corporations including FedEx BP McDonalds DuPont Calvin Klein Coca Cola Levi Strauss and Co and Enron

Corporate Reputation Management durch Corporate Communications Ralph Seemann, 2008 Pages 1 to 25 Pages 26 to 50 Pages 51 to 75 Pages 76 to 100 Pages 101 to 125 Pages 126 to 150 Pages 151 to 175 Pages 176 to 200 Pages 201 to 225 Pages 226 to 250 Pages 251 to 275 Pages 276 to 300 Pages 301 to 325 Pages 326 to 349

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 Leslie Gaines-Ross, 2010-01-26 Praise For Corporate Reputation 12 Steps to Safeguarding and Recovering Reputation In a sea of business books Corporate Reputation is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment It delivers a message that s provocative insightful and needs to be heard Heidi Henkel Sinclair Director of Communications Bill Melinda Gates Foundation Every CEO senior executive and increasingly board member now appreciates the importance of building and protecting a company s reputation Anyone who depends upon or shapes a company s reputation customers employees news media NGOs and bloggers will benefit from reading Dr Gaines Ross s book and will learn more about the influence they wield over corporate reputations Dr Robert G Eccles Senior Lecturer Harvard Business School At a time when companies are facing unprecedented reputation crises comes a timely primer from Dr Gaines Ross that tells us what companies need to do to bring their reputations back from the brink The book s 12 step reputation recovery model captures what we know about effective crisis management and brings the process to life with a host of detailed case examples It s right on the mark Dr Charles Fombrun CEO Reputation Institute Finally a book that clearly realistically and compellingly explains how companies of all types and sizes can protect and restore an invaluable company asset corporate reputation Brilliant insights and practical solutions leap from each page A definite must read for business professionals everywhere Anthony Sardella CEO Evolve24 and Adjunct Professor at the Olin School of Business Washington University in St Louis

The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand Majken Schultz, Mary Jo Hatch, Mogens Holten Larsen, 2000-08-17 This book challenges current beliefs about organizational identity reputation and branding It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations How does an organization create a strong reputation What are the implications of corporate branding on organizational structures and processes How do organizations discover their identities These are some of the vexing problems addressed in this book by a diverse international team of contributors According to the authors the future lies with the expressive organization Such

organizations not only understand their distinct identity and their brands but are also able to express these externally and internally In order to thrive in an era of transparency and customer choice the authors argue organizations will have to be expressive *Corporate Reputation and its importance for business success* Riccarda Dümke,2003-01-20 Master s Thesis from the year 2002 in the subject Leadership and Human Resources Miscellaneous grade B 2 0 Oxford Brookes University Business School course MBA language English abstract Ignored for a long time intangible assets are now gaining increased attention In the last decade especially in the United States company managers recognized that intangible assets may provide companies with a more stable basis for competitive advantage than patents and technologies Hence companies started to invest in corporate Public Relations PR activities to communicate good corporate behaviour gain good will and to improve the public perception of their corporate reputation The main aim of this dissertation research project is to develop an understanding of the European perspective of corporate reputation and its management and importance for business success Based on a literature review on the topic of marketing communications and PR which comprises the first part of the dissertation a questionnaire has been developed in order to examine expert opinions The discussion on research methods can be found in the third chapter Hosted by the PR consultancy Weber Shandwick Worldwide the questionnaire has been sent to 700 of Europe s leading companies Communication managers were asked for their opinions on the topic of corporate reputation and its importance for business success The fourth chapter discusses and evaluates the results of the pan European survey The last part of the dissertation actually discusses the implications of findings for Weber Shandwick and its reputation management practice 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

Managing Corporate Reputation and Risk Dale Neef, 2003 Table of contents

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

Accounting for Corporate Reputation Ahmed Riahi-Belkaoui, Ellen Pavlik, 1992-08-21 This unique book examines conceptual empirical and practical issues associated with corporate reputation Emphasizing the importance of the roles of corporate social disclosure and organizational effectiveness the authors emphasize the need for an integrative framework in explaining the nature of corporate reputation Utilizing valuable data provided by Fortune magazine the book provides both a historical evaluation of reputational rankings of Fortune 500 firms for the period 1987 1991 and insights as to the market reaction to disclosure of these rankings These can be utilized by firms in building reputation investors in evaluating their strategies and public policy officials in dealing with corporations Following an extensive review of the conceptual foundations of corporate reputation namely corporate social performance and disclosure and organizational effectiveness the authors present explanatory and predictive models of corporate reputation They then examine the potential relationship between corporate reputation and shareholders wealth the market reaction to reputation signals Their findings suggest that a firm s benefit from the disclosure of reputation signals will depend on size and expectations and that such disclosure appears to lead to a significant lagged market reaction Based on a detailed analysis of the 1987 1991 performance of U S firms on eight key attributes of reputation the authors conclude with insights that can be utilized by corporations and investors alike

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

Fame & Fortune Charles J. Fombrun, C. B. M. van Riel, 2004 Companies with strong reputations are better able to attract customers investors and quality employees and to survive crises that would destroy weaker firms Fame and Fortune shows how to quantitatively measure your company's reputation estimate its business value and systematically enhance it over both the short and long term First you'll learn how to benchmark your firm's reputation against key rivals in six key areas ranging from product quality to emotional appeal Next you'll discover that the winners of global reputation surveys get to the top by following a set of core principles through which they build visibility distinctiveness consistency authenticity and transparency Then starting from where you are now you'll learn how to implement genuine corporate initiatives that strengthen two way dialogue with all your stakeholders and build the reputational capital you will need to succeed and thrive Why reputations matter the proof in cold hard cash Quantifying the unquantifiable the value of your corporate image The reputation audit discovering where you stand Six key measures of your corporate reputation Using the Reputation Value Cycle to your advantage Creating a virtuous circle in which reputation enhances business corporate value Making it real the elements of trustworthiness Building and communicating authenticity consistency and transparency Standing apart from the crowd Improving your visibility and your distinctiveness How FedEx did it lessons for your organization Reputational best practices from a company built on trust Create quantifiable business value by building your company's reputation The definitive business reputation guide for every corporate officer strategist corporate communicator and marketing professional How to audit your reputation and benchmark your competitor An integrated approach that cuts across communications strategy marketing and organization Techniques for strengthening your reputation with investors customers partners regulators citizens and employees Includes detailed tools from the Reputation Institute's own StellarRep model the world's 1 reputation management toolkit Companies with great reputations do better on virtually every business metric Now you have unprecedented access to a roadmap for building the kind of reputation you need and deserve Drawing on unsurpassed experience and the field's best research two leading experts illuminate reputation management for executives business communicators marketers and strategists alike You'll first review the powerful business case for actively managing your reputation Next you'll realistically assess where you stand in areas ranging from product quality to financial strength vision to social responsibility discovering how to make the most of your strengths as you overcome your weaknesses The authors show that to improve reputation you have to improve visibility distinctiveness authenticity transparency and consistency throughout the enterprise not just in traditional silos like PR advertising or IR Want the powerful business value that arises

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