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**GRAHAM DOWLING**

# **Creating Corporate Reputations**

**Identity, Image, and  
Performance**

# Creating Corporate Reputations

**Craig E. Carroll**



## **Creating Corporate Reputations:**

**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

*Creating Corporate Reputations* Grahame Robert Dowling, 2023 Corprate reputations are a valuable strategic asset for every company This book outlines how high status companies become corporate super brands and it presents managers with a framework to enhance their corporation s desired reputation

Winning the Reputation Game Grahame R. Dowling, 2016-04-22 Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace a back to basics approach What does a company have to do to be admired and respected Why does Apple have a better reputation than say Samsung In *Winning the Reputation Game* Grahame Dowling explains Companies reputations do not derive from consultant recommended campaigns to showcase efforts at corporate transparency environmental sustainability or social responsibility Companies are admired and respected because they are simply better than their competitors Companies that focus on providing outstanding goods and services are rewarded with a strong reputation that helps them gain competitive advantage Dowling who has studied corporate reputation building for thirty years describes two core strategies for creating a corporate reputation that will provide a competitive advantage to be known for being Best at Something or for being Best for Somebody Apple for example is best at personal technology products that enhance people s lifestyles IKEA is best for people who want well designed furniture at affordable prices Dowling covers such topics as the commercial value of a strong reputations including good employees repeat customers and strong share price how corporate reputations are formed the power of being simply better the effectiveness of corporate storytelling for good or ill Kenneth Lay of Enron was a master storyteller and keeping out of trouble Drawing on many real world examples Dowling shows how companies that are perceived to be better than their competitors build strong reputations that reflect past success and promise more of the same Companies that artificially engineer a reputation with irrelevant activities but have stopped

providing the best products and services available often wind up with mediocre or worse reputations     *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

**The 18 Immutable Laws of Corporate Reputation** Ronald J. Alsop, 2010-05-11 A veteran Wall Street Journal editor and authority on 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 of a simple 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 Chemical 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's 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     [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 **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

*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 from a world-class reputation One book will show you how to get it *Fame and Fortune* A strong reputation is an enduring source of competitive advantage In *Fame and Fortune* Fombrun and van Riel show how successful companies mobilize the support of employees consumers and investors to strengthen their reputational capital An excellent read

Frederick W Smith Chairman President CEO FedEx Corp      *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      **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      *Winning the Reputation Game* Grahame Robert Dowling, 2016 Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace a back to basics approach      **Encyclopedia of Business Ethics and Society** Robert W. Kolb, 2007-10-19 The five volumes of this ultimate resource recognize the inherent unity between business ethics and business and society that stems from their shared primary concern with value in commerce This Encyclopedia spans the relationships among business ethics and society by including more than 800 entries that feature broad coverage of corporate social responsibility the obligation of companies to various stakeholder groups the contribution of business to society and culture and the relationship between organizations and the quality of the environment      *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 *Dhaka University Journal of Business Studies*, 2011-06

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 The Association Between Human Resource Management Reputation and Corporate Performance John M. Hannon, 1992

**Marketing in the 21st Century** Bruce David Keillor, 2007 A comprehensive overview of current trends issues ideas and practices that are changing the dynamics of marketing featuring contributions from a global network of leading academics and practitioners **Managing Innovation, Design and Creativity** Bettina von Stamm, 2003-07-16 Managing Innovation Design and Creativity is an exciting new book published in collaboration with the London based Design Council The Design Council has commissioned Bettina von Stamm of London Business School to write a collection of case studies that develop the themes of innovation design and creativity The book is built around a collection of 10 case studies drawn from both manufacturing and service sectors and includes additional chapters discussing key themes and concepts developed in the cases The findings are invaluable reading for students and practitioners Develops an integrative approach to innovation creativity and design and shows how these topics fit together identifies tools and techniques that will help improve an organization's effectiveness Provides a collection of substantive case studies drawn from both service e.g. BBC and Bank of Scotland and manufacturing e.g. Black Decker and GKN sectors that are supported by expert commentaries Case teaching notes and other resources are provided on a supporting web site [www.wiley.co.uk/vonstamm](http://www.wiley.co.uk/vonstamm) **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

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