

## Corporate Reputation 12 Steps To Safeguarding And Recovering Reputation

*This book develops a three-pronged measure of media reputation, the overall evaluation of media coverage of a corporation. This new measure can also be used to assess the media reputations of other entities such as countries, states, cities, and universities.*

*With the latest insights from the world of communication studiesinto the nature of corporate reputation, this new addition toWiley-Blackwell's series of handbooks on communication andmedia reflects the growing visibility of large businesses'ethical profiles, and tracks the benefits that positive publicattitudes can bring. Serves as the definitive research collection for a fast-growingfield featuring contributions by key international scholars Brings together the art and science of corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation*

*Keeping Religious Institutions Secure explores the unique vulnerabilities that churches, synagogues, and mosques face in regards to security, making them attractive to criminals who see them as easy targets. The text illustrates why all places of worship should think about security and the types of breaches that can drive people away. The book focuses on the most frequent security concerns experienced by houses of worship, including embezzlement, vandalism, assault, hate crime, and in rare cases, an active shooter--and how to help prevent them from occurring. Beginning with an overview of the basic security concepts and principles that can enhance the security of any religious facility, it then delves deeply into the particular security concerns of houses of worship, including the use of volunteers, protecting religious leaders, ensuring safety for children and teens, interacting with local law enforcement, handling the media, and much more. Covers security best practices that are adaptable to any type of religious institution. Addresses the key security measures--physical, electronic, environmental, and procedural--for protecting people and facilities. Includes guidance on identifying threats and vulnerabilities and instituting countermeasures for deterring crime and violence.*

*Today's CEOs are facing a major communications problem: they're getting shellacked by the media. And this is costing companies more than lost reputations--it is costing them lost revenue. In Manage the Media (Don't Let the Media Manage You), veteran business reporter William J. Holstein explains how you can enhance your company's communications skills, strengthen ties to the press, and manage media relationships effectively over the long-term. The incisive insights and practical suggestions in this book will help you take charge of any crisis situation. You can learn to repair your company's public image, and maintain goodwill with the community. Holstein offers you seasoned advice, including how to: - Make sure that your message is always heard - Work with coalitions of labor, environmental, religious, and shareholder groups more effectively - Put press relations first - Establish and maintain positive relationships with the media - Manage the explosion of social media Manage the Media (Don't Let the Media Manage You) is the resource you need now. Your reputation--and your company's--are depending on it. From our new Memo to the CEO series--solutions-focused advice from today's leading practitioners.*

*The Ultimate Resource*

*Building and Protecting Your Company's Profile in a Digital World*

*Model Rules of Professional Conduct*

*Managing Public Relations and Brand Image through Social Media*

*QFINANCE: The Ultimate Resource, 4th edition*

*Keeping Religious Institutions Secure*

**QFINANCE:** The Ultimate Resource (4th edition) offers both practical and thought-provoking articles for the finance practitioner, written by leading experts from the markets and academia. The coverage is expansive and in-depth, with key themes which include balance sheets and cash flow, regulation, investment, governance, reputation management, and Islamic finance encompassed in over 250 best practice and thought leadership articles. This edition will also comprise key persp

pectives on the long-term sustainability of a company, whether you are an investor or a corporate strategist. Also included: Checklists: more than 250 practical guides and solutions to daily financial challenges. Finance Information Sources: 200+ pages spanning 65 finance areas; International Financial Information: up-to-date country and industry data; Management Library: over 130 summaries of the most popular finance titles; Finance Students: 50 biographies covering their work and life; Ques: 100+ questions and answers on a wide range of finance topics. 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-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.

Praise for The IABC Handbook of Organizational Communication "Looking to expand your professional abilities? Learn new skills? Or hone your area of expertise? This book delivers an amazing and practical study of our profession—and a guidebook for strategic communication best practices. The Handbook explores the many aspects of our profession with expert insights of the best of the best in communication."—John Deveney, ABC, APR, president, Deveney Communication "Chalk up your success as a communicator to this useful, readable Handbook. Not another how-to-do-it tactical manual, this volume draws from theory and global best practices to explain the strategic reasons behind modern communication. A must-read for anyone interested in understanding the communication profession and a useful desktop companion to the professional communication's dictionary and style guide."—William Briggs, IABC Fellow and director, School of Journalism and Mass Commur "This book is a sound, research-based foundation on communication—its importance to organizations, why the function must be strategic, and what it takes to get it right."—John G. Clemons, ABC, APR, corporate director of community relations, Raytheon "All myths about organizational communicators being brainwashed, biased corporate journalists are out the window. This stellar compendium from dozens of authors, researchers, and editors of high professional stature is timely and forward-thinkin

g disciplines that intertwine and drive effective organizational communication."—Barbara W. Puffer, ABC, president, Puffer Public Relations Strategies, and associate professor and course chair, Communications Studies and Professional Writing, University of Maryland University College The second edition of Pitch, Tweet, or Engage on the Street offers a modern guide for how to adapt public relations strategies, messages, and tactics for countries and cultures around the globe. Drawing on interviews with public relations professionals in over 30 countries as well as the author's own experience, the book explains how to build and manage a global public relations team, how to handle global crisis communication, and how to practice global public relations on beha

avior world, explaining how to adapt their campaigns for Asia-Pacific, Europe, the Middle East, the Americas, and Sub-Saharan Africa. Along the way, readers are introduced to practitioners around the globe and case studies of particularly successful campaigns. This new edition includes updates to country profiles to reflect changes in each local context, as well as expanded coverage of social media and the role of influencer engagement, and a brand-new chapter on global crisis commu

students, as well as practitioners in intercultural markets.

Business

How to Practice Global Public Relations and Strategic Communication

Pitch, Tweet, or Engage on the Street

The Death of Corporate Reputation

How Digital Business Reputations Are Created Over Time and Lost in a Click

12 Steps to Safeguarding and Recovering Reputation

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 managers. 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.

Annotation Reputation is a strategic asset for all companies. Businesses with a good reputation are able to stand out, attracting the attention of investors and retaining the loyalty of customers and employees. 'Reputation' can be somewhat of a vague form, but this book provides measurement tools and models for rigorous management of a company's reputation. This book balances the behavioral and database aspects of customer relationship management, providing students with a comprehensive introduction to an often overlooked, but important aspect of marketing strategy. Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace. This edition has several new features: Updates that take into account the latest research and changes in organizational dynamics, business-to-business relationships, social media, database management, and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter, reflecting the true state of this dynamic aspect of customer relationship management Today A broader discussion of the relationship between CRM and the marketing function, as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in the CRM strategy cycle: acquisition, retention, and win-back of customers With chapter summaries, key terms, questions, exercises, and cases, this book will truly appeal to upper-level students of customer relationship management. Online resources, including PowerPoint slides, an instructor's manual, and test bank, provide instructors with everything they need for a comprehensive course in customer relationship management.

**Business Ethics: Best Practices for Designing and Managing Ethical Organizations, Second Edition** focuses on how to create organizations of high integrity and superior performance. Author Denis Collins shows how to design organizations that reinforce ethical behavior and reduce ethical risks using his unique Optimal Ethics Systems Model that outlines how to hire and train ethical employees, make ethical decisions, and create a trusting, productive work environment. Taking a practical approach, this text is packed with tips, strategies, and real-world case studies that profile a wide variety of businesses, industries, and issues. New to This Edition: Premium Ethical Dilemma videos located in the Interactive eBook challenge students to practice their ethical reasoning and ethical decision-making skills. New case studies tackle complex ethical issues through real-world companies such as the NFL, Wells Fargo, Exxon Mobil, and Volkswagen. New chapter-opening ethical dilemmas based on real situations allow students to grapple with the grey areas of business ethics. Optimal Ethics System Check-Up surveys summarize the best practices discussed in the chapter to allow students to assess, benchmark, and continuously improve their own organization. Ethics in the News activities profile real-world events such as United Airlines' removal of a passenger on an overbooked flight to challenge students to think critically about how they would respond in a particular situation. Up for Debate features highlight contentious issues that students encounter in real life (such as Facebook privacy).

A Guide to Building CEO Reputation and Company Success

Fuzzy Methods for Customer Relationship Management and Marketing: Applications and Classifications

CEO Capital

Theory and Practice

How Integrity Has Been Destroyed on Wall Street

Customer Relationship Management

Why did the financial scandals really happen? Why are they continuing to happen? In The Death of Corporate Reputation, Yale's Jonathan Macey reveals the real, non-intuitive reason, and offers a new path forward. For over a century law firms, investment banks, accounting firms, credit rating agencies and companies seeking regular access to U.S. capital markets made large investments in their reputations. They treated customers well and sometimes endured losses in transactions or business deals in order to sustain and nurture their reputations as faithful brokers and "gate-keepers." This has changed completely . The existing business model among leading participants in today 's capital markets no longer treats customers as valued clients whose trust must be earned and nurtured, but as one-off " counter-parties " to whom no duties are owed and no loyalty is required . The rough and tumble norms of the market-place have replaced the long-standing reputational model in U.S. finance. This book describes the transformation in American finance from the old reputational model to the existing laissez faire model and argues that the change came as a result of three factors: (1) the growth of reliance on regulation rather than reputation as the primary mechanism for protecting customers and (2) the increasing complexity of regulation, which made technical expertise rather than reputation the primary criterion on which customers choose who to do business with in today 's markets ; and (3) the rise of the " cult of personality " on Wall Street, which has led to a secular demise in the relevance of companies ' reputations and the concomitant rise of individual " rain-makers " reputation as the basis for premium pricing of financial services. This compelling book will drive the debate about the financial crisis and financial regulation for years to come -- both inside and outside the industry.

**QFINANCE:** The Ultimate Resource (5th edition) is the first-step reference for the finance professional or student of finance. Its coverage and author quality reflect a fine blend of practitioner and academic expertise, whilst providing the reader with a thorough education in the may facets of finance.

Corporate Reputation12 Steps to Safeguarding and Recovering ReputationJohn Wiley and Sons

A guide to all kinds of addiction from a star who has struggled with heroin, alcohol, sex, fame, food and eBay, that will help addicts and their loved ones make the first steps into recovery " This manual for self-realization comes not from a mountain but from the mud...My qualification is not that I am better than you but I am worse. " —Russell Brand With a rare mix of honesty, humor, and compassion, comedian and movie star Russell Brand mines his own wild story and shares the advice and wisdom he has gained through his fourteen years of recovery . Brand speaks to those suffering along the full spectrum of addiction—from drugs, alcohol, caffeine, and sugar addictions to addictions to work, stress, bad relationships, digital media, and fame. Brand understands that addiction can take many shapes and sizes and how the process of staying clean, sane, and unhooked is a daily activity. He believes that the question is not " Why are you addicted? " but " What pain is your addiction masking? Why are you running—into the wrong job, the wrong life, the wrong person 's arms? " Russell has been in all the twelve-step fellowships going, he 's started his own men 's group, he 's a therapy regular and a practiced yogi—and while he 's worked on this material as part of his comedy and previous bestsellers, he 's never before shared the tools that really took him out of it, that keep him clean and clear. Here he provides not only a recovery plan, but an attempt to make sense of the ailing world.

The Conference Board Review

Manage the Media

A Guide to Internal Communication, Public Relations, Marketing, and Leadership

Essentials of Corporate Communication

The Measurement of Media Reputation

The Model Rules of Professional Conduct provides an up-to-date resource for information on legal ethics. Federal, state and local courts in all jurisdictions look to the Rules for guidance in solving lawyer malpractice cases, disciplinary actions, disqualification issues, sanctions questions and much more. In this volume, black-letter Rules of Professional Conduct are followed by numbered Comments that explain each Rule's purpose and provide suggestions for its practical application. The Rules will help you identify proper conduct in a variety of given situations, review those instances where discretionary action is possible, and define the nature of the relationship between you and your clients, colleagues and the courts.

Publisher Description

"This book explores the possibilities and advantages created by fuzzy methods through the presentation of thorough research and case studies"—Provided by publisher.

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.

QFINANCE

Business Ethics

Implementing Practices for Effective Reputation Management

Recovery

Brand Anarchy

Best Practices for Designing and Managing Ethical Organizations

*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, mediized 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*

*CEO Branding advances our understanding of the importance and impact that CEOs have on companies. In recent years, there has been a growing body of interdisciplinary literature on this powerful aspect of branding, and Fetscherin has invited a leading panel of international scholars and practitioners to contribute original chapters in their area of expertise. The book introduces the concept of the CEO as a brand, and outlines the "4Ps" of this branding mix—the CEO (person), personality, prestige (reputation), and performance. It discusses the CEO branding process, and demonstrates the many ways in which this 'human brand' affects the company in financial terms (such as performance, profit, and stock returns), as well as non-financial terms (reputation, trust, and firm strategy). The book also includes 'lessons learned' and many examples that illustrate how companies can measure and manage the CEO brand. This comprehensive, authoritative volume will give students, researchers, marketing and communication managers, and CEOs themselves a thorough understanding of all aspects of the CEO brand. A must read for any CEO who is serious about developing, managing and measuring their own brand. For more information, visit [www.ceobranding.org](http://www.ceobranding.org)*

*As the media landscape looks increasingly diverse and anarchic, individuals, organisations and governments should not waste time wondering whether they have lost control of their reputations. The simple fact is that they have never had control. The question is what they can do about it now, and what they need to consider for the future. The fragmentation of media and the rise of social media has brought brand and personal reputational risk into sharp focus like never before. Disaffected shareholders, customers and staff are voicing their opinions to a global internet audience. In a brand context, it's reputation anarchy. In Brand Anarchy, Steve Earl and Stephen Waddington draw on insight from opinion-makers and shapers such as Greg Dyke, Alastair Campbell, Mark Thompson and Seth Godin to explore how reputations can be better managed and the new challenges that the future of media may bring. This plain-speaking, shrewd book pulls no punches. It's a survival guide for anyone who wants to know what others think or say about them.*

*Each consumer now has the power to be a journalist, reviewer, and whistle blower. The prevalence of social media has made it possible to alter a brand's reputation with a single viral post, or spark a political movement with a hashtag. This new landscape requires a strategic plasticity and careful consideration of how the public will react to an organization's actions. Participation in social media is mandatory for a brand's success in this highly competitive online era. Managing Public Relations and Brand Image through Social Media provides the latest research and theoretical framework necessary to find ease in the shifting public relations and reputation management worlds. It provides an overview of the tools and skills necessary to deftly sidestep public affronts and to effectively use online outlets to enhance an organization's visibility and reputation. This publication targets policy makers, website developers, students and educators of public relations, PR and advertising professionals, and organizations who wish to better understand the effects of social media.*

**Brand Aid**

**Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business**

**Ethical Corporation Magazine**

**Corporate reputation**

**BUSINESS Essential**

**The Handbook of Communication and Corporate Reputation**

This reference book is an IGI Global Core Reference for 2019 as it provides trending research on family businesses. With the recent boom in entrepreneurship and the maker market, this publication will provide the timeliest research outlining how family businesses can enhance their business practices to ensure sustainability. The Handbook of Research on Entrepreneurial Leadership and Competitive Strategy in Family Business is a collection of innovative research on business and leadership strategies that can be applied to family firms in order to boost efficiency, competitiveness, and optimal use of resource allocation to compete internationally. While highlighting topics including global leadership, knowledge creation, and market performance, this book is ideally designed for business managers, management professionals, executives, researchers, academicians, and students seeking current research on the entrepreneurship role of family businesses in the modern economic age.

The topic of reputational crisis in the banking sector has received increasing attention from academics and practitioners. This book presents expert contributions that cover three main aspects: first, an extensive review of the literature on reputational risk in the banking sector aimed to identify the relationships between causes, effects, stakeholders, and key qualitative-quantitative variables involved during the reputational crisis of a bank; second, devising a conceptual framework for management of reputational crisis in banking, and finally, testing this framework with the results of an empirical analysis carried out by observing key variables of some known cases of reputational crisis relating to international banks and proposing case studies regarding the dynamic process of reputation management.

Now in paperback: Hands-on strategies for creating and protecting your personal brand (yes, you have one) Think branding is just for large corporations, marketing directors, and cows? Think again. Each one of us has a brand—a personal brand, how others see us—which is shaped by what we do, say, write, and otherwise present ourselves to others. We can't fully control how others see us (smart, capable, compassionate, creative, fair). But many of us don't even try. That is, we don't take a moment to think about how we WANT to be perceived, and then take a few simple steps to bolster that impression with purposeful action. BRAND AID isn't a book about manipulating others, putting on airs, or saying things you don't really mean. It IS about using our words and actions mindfully, whether they take place in a conference room, PTA meeting, dinner party, Facebook comment thread, or anywhere else. Using clear examples from businesses, families, and more, this straightforward guide presents essential advice for anyone who wants to succeed in today's competitive and interconnected world.

An international bestseller, BUSINESS: The Ultimate Resource is a one-stop reference and interactive tool covering all aspects of today's world of work. Unique, authoritative, and wide-ranging, it offers practical and strategic advice for anyone doing business today. Written with a team of world-class writers and editors, it is an essential desk reference for managers, MBA and business students and for small business owners worldwide. Fully updated and revised for this new edition, BUSINESS features: Best Practice: over 170 essays from a stellar cast of business thought leaders including C. K. Prahalad, Gary Hamel and John Kotter Actionlists: practical solutions to everyday business challenges Management Library: time-saving digests of more than 100 of the world's best business books Dictionary: jargon-free definitions of more than 7,000 terms Giants : revised biographies of many of the world's most influential gurus and pioneers

Managing Opportunities and Threats

Tools and Strategies that Impact the Bottom Line

When a New Leader Takes Over

Managing Reputation in The Banking Industry

CEO Branding

Managing corporate reputation

The abridged, updated edition of international bestseller BUSINESS: The Ultimate Resource. This essential guide to the world of work and careers is crammed with top-quality content from the world's leading business writers and practitioners. Now in a handy paperback format, it is ideal for time-pressed managers, small business owners and students alike. A free eBook will be available for purchasers of the printed edition. This book includes: Actionlists: more than 100 practical solutions to everyday business and career challenges. Management Library: time-saving digests of more than 70 of the best and most influential business books of all time, from The Art of War to The Tipping Point. We've read them so you don't have to. Best Practice articles: a selection of essays from top business thinkers. Business Dictionary: jargon-free definitions of business terms and concepts. Gurus: explanations of the lives, careers, and key theories of the world's leading business thinkers.

Written in clear, non-technical language, this book explains how employees and employers can maximize internal and external organizational communication—for both personal benefit and to the entity as a whole.

Reputation management is the most important theme in public relations and corporate communication today. John Doorley and Helio 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 textbook feature in each chapter relating key communication theories to the practice of public relations and corporate communication, expanded coverage of global issues, and a new Companion Website at: [www.routledge.com/textbooks/doorley](http://www.routledge.com/textbooks/doorley), featuring lecture materials for instructors and extensive learning resources for students and professionals.

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.

Ethical Dilemmas and Challenges for the C Suite, 2nd Edition

The IABC Handbook of Organizational Communication

Don't Let the Media Manage You

The Foundation of Contemporary Marketing Strategy

Toward Ethical Turnarounds

Freedom from Our Addictions

Praise For Corporate Reputation: 12 Steps to Safeguarding andRecovering Reputation "In a sea of business books, Corporate Reputation is abeacon of light for all leaders and future leaders looking fordirection in the treacherous waters of a volatile businessenvironment. 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 appreciates the importance of building and protecting a company's reputation. Anyone who depends upon or shapes a company'sreputation—customers, employees, news media, NGOs, andbloggers—will benefit from reading Dr. Gaines-Ross's book andwill learn more about the influence they wield over corporatereputations." —Dr. Robert G. Eccles, Senior Lecturer, Harvard BusinessSchool "At a time when companies are facing unprecedented reputationcrises comes a timely primer from Dr. Gaines-Ross that tells uswhat companies need to do to bring their reputations back from thebrink. The book's 12-step reputation recovery model captures whatwe know about effective crisis management, and brings the process to life with a host of detailed case examples. It's right on theme!" —Dr. Charles Fombrun, CEO, Reputation Institute "Finally, a book that clearly, realistically, and compellinglyexplains how companies of all types and sizes can protect andrestore an invaluable company asset—corporate reputation.Brilliant insights and practical solutions leap from each page! Adefinite must-read for business professionals everywhere." —Anthony Sardella, CEO, Evolve!v24 and Adjunct Professor at theIllia School of Business, Washington University in St. Louis

This 2nd edition of Executive Ethics provides a variety of contemporary and timely readings squarely focused on the ethical dilemmas and challenges faced by today's Csuite executives. In addition to identifying these dilemmas and challenges, the contributors provide both knowledge and insight on how Csuite executives can proactively address such ethics issues. The contributors provide unique value propositions for the Csuite regarding the most critical ethical issues facing organizations today while also highlighting useful information for senior executives interested in integrating ethics into the leadership and management practices of their organizations. In the end, the book empowers Csuite executives to build a longterm, strategic, and enterprise-wide approach to ethics.

Managing and understanding the value of an organization's reputation is essential in the digital age, where the slightest negative incident can go "viral" and quickly become a major PR containment exercise. Reputation management is an integrated part of any organization's risk management plan, so this intangible yet vital asset has to be assessed, managed, and protected. Reputation Management provides advice on how to define and value your organization's reputation and techniques for maintaining and protecting it from risks that may arise on a daily basis. This book also covers where the responsibility for reputation management lies, risk identification, governance aspects, and containment and mitigation of a negative event. Aimed at the risk manager, corporate communicator, business strategist, auditor, and senior manager,

Reputation Management covers: \* The governance of reputation \* Measuring and managing reputation \* Managing and monitoring external perceptions \* Reputation crisis management \* Strategic planning and reputation \* Reputation and investors

When a New Leader takes Over: Toward Ethical Turnarounds takes a detailed look at the experiences of new leaders who are charged with turning an organization around following an ethical scandal. The challenges confronting new leaders who are tasked with restoring trust, rebuilding reputation, and turning around an organization following an ethical scandal are discussed along with specific actions taken by these leaders during the turnaround process. A main focus of the book is to offer insight into the difficult situations confronting new leaders at the beginning, during and after their turnaround experiences which means turning an unethical organizational culture into an ethical one. A number of examples of turnaround efforts that have taken place over the past two decades are included to provide the most comprehensive documentation of the ethical turnaround process. The book includes an in-depth look at what led to the unethical behavior by examining a number of real-world examples of ethical scandals from around the world. The book will provide an analysis of the various ethical scandals by focusing on concepts like unethical leadership, received wisdom, groupthink and moral silence, all of which contribute to the kind of organizational culture and unethical behavior one finds in organizations that experience ethical scandals. The book also discusses proactive leadership and its importance in implementing ethical turnarounds based on values-based leadership, employee involvement and ethics education. A main premise of this book is that new leaders can successfully create an organization environment to rebuild and institutionalize ethical behavior as part of the turnaround process and sustain ethical behavior beyond the turnaround. The book will be of interest to employees at all levels of an organization, business professionals and other practitioners and others who have an interest in organization change, transformation and ethical turnarounds.

Creating, Protecting, and Repairing Your Most Valu

The SAGE Encyclopedia of Corporate Reputation

Corporate Reputation and Competitiveness

The 18 Immutable Laws of Corporate Reputation

Applications and Classifications

Corporate Reputation