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Creating Corporate Reputations

**Identity, Image, and
Performance**

Creating Corporate Reputations Identity Image And Performance

Graeme Martin



Creating Corporate Reputations Identity Image And Performance:

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

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

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.

Contemplating Corporate Marketing, Identity and Communication Klement Podnar, John Balmer, 2013-12-16. Since the first International Corporate Identity Group's symposium in 1994, the fields of corporate identity, corporate communications and corporate branding have become a focal point for scholars and managers alike. Recently the term corporate marketing has incorporated a host of key corporate level concepts representing a new paradigm of thought. Contemplating Corporate Marketing, Identity and Communication is a collection of papers and extended abstracts from the 12th ICIG symposium presenting a variety of perspectives with a view towards stimulating debate about the advances in corporate marketing, identity and communication. The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting edge scholarship along with practitioner insights. In a field characterized by paradoxes, unity and variety, integration and specialization, the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework. The papers in this volume are both challenging and distinctive.

Corporate Communication Klement Podnar, 2014-11-13. *Corporate Communication: A Marketing Viewpoint* offers an overview of the framework, key concepts, strategies and techniques from a unique marketing perspective. While other textbooks are limited to a managerial or PR perspective, this book provides a complete holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field including discipline and function, frameworks, corporate identity, corporate and employer branding, corporate social responsibility, stakeholder management, storytelling, corporate associations, identification, commitment and acceptability. In order to help reinforce key learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy including chapter summaries, a list of key words and concepts, case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples drawn from a variety of big, small, global and local companies such as BMW Group, Hilti, Lego.

Mercator Krka Barilla Domino s Pizza Gorenje Si Mobil BP Harley Davidson and Coca Cola This exciting new textbook is essential reading for all professional corporate marketing and communication executives as well as undergraduate and postgraduate students of marketing and public relations not to mention managers who need a complete and accurate view of this increasingly important subject **CSR and Competitiveness—Essential of the Corporate India and its**

Sustainability Saurabh Mittal,2012-04-28 The business landscape is changing fast with the rapid globalization Society expectations from corporate are increasing and CSR is being perceived as a tool to help secure a sustainable competitive advantage by integrating social and business goals This book provides an overview and represents current developments in Corporate Social Responsibility and Sustainability CSR concepts initiatives infrastructures and needs methods especially focusing on the needs of SMEs In this book through contributions and chapters we explore the concept of competitiveness in relation to CSR Research articles and chapters from the practitioners consultants and academicians would enlighten the readers as to how competitive advantage can be generated through creating stakeholder engagement through the CSR initiatives Some real world Case Studies are included elaborating the contribution of CSR to short term profits as well as to long term competitiveness These Case Studies from Indian Corporate and abroad well represent the challenges and opportunities for the businesses to implement the CSR initiatives resulting in community development Thus the contributions in this book represent a triangle between the Corporate Academics and Research used to implement the CSR Activities in the Indian and Global context This book is being published as a reference material for all the stakeholders of today s business who have some interest in the area of CSR Sustainability It would provide a real world scenario for further exploration of Social Upliftment opportunities and the competitive advantages to the corporate *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 Reputations, Branding and People Management** Susan Hetrick,Graeme

Martin,2006-08-14 The book helps HR practitioners understand corporate level concepts and their relevance to the key strategic agendas of organizations by drawing on a wide range of ideas from branding marketing communications public relations and reputation management It then examines how effective people management strategies and the role of HR specialist can contribute to this corporate agenda This contribution lies in four key areas organizational communications strategies developing compelling employee value propositions and employer branding HR strategies employer of choice policies and talent management creating new forms of psychological contracts and building stronger individual organizational linkages through employee identification employee commitment and psychological ownership and in developing supportive employee behaviors The book is based on a new model of the links between HR corporate reputation and branding developed from an extensive review and synthesis of different bodies of management literature This model has been refined from extensive case research and practical experience in building corporate reputations and brands Specially researched cases include Orange Aegon Scottish Enterprise Hudson International BSKyB Standard Life Investments and the Royal Bank of Scotland **Understanding Corporate Communications** Dmytro Oltarzhevskiy,Yevgen

Zagorulko,2025-03-05 With the aim to synthesise and simplify the core concepts of corporate communications this book offers a clear look at the history of the discipline and profession with attention to essential principles for practice This book focuses on corporate communications as the art and craft of managing a company s behaviour and effective communication in society It examines corporate communications theoretical and applied aspects featuring reference to global research reputational cases and practical models The book s main goal is to make explicit well known global theories and the practical experiences of corporate communications professionals in an easily visualised style accessible to a wide readership This book is suited to undergraduate and introductory executive education courses in corporate communications and as a reference and guide for early career communications professionals **Reputation Management Techniques in Public Relations**

Erdemir, Ayse,2018-01-26 Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies such as employing media plans determining communication channels setting objectives choosing the right promotional programs and message strategies budgeting and assessing the overall effectiveness of a company s public relations strategy Featuring coverage on a broad range of topics such as brand and customer communications corporate social responsibility and leadership this book is geared towards practitioners professionals and scholars seeking current research on reputation management **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

Corporate Reputation as Strategic Intangible Asset Diletta Vito, 2025-06-16 This book offers a comprehensive overview of corporate reputation aiming to enhance understanding management processes and measurement methods associated with this crucial concept By integrating perspectives from various disciplines such as strategic management organizational theory and accounting the book presents a holistic framework for both enhancing and safeguarding corporate reputation The book explores essential processes such as creating acquiring protecting and repairing reputational capital employing a stock and flow model to establish a robust framework for reputation management Furthermore the book studies the role of corporate communication and voluntary disclosure in establishing trust and credibility with stakeholders It provides actionable strategies for reputational risk management and crisis management emphasizing the critical importance of swift and transparent communication in safeguarding and restoring reputational capital By addressing stakeholder specific dynamics and offering detailed guidelines on reputation management the book underscores the necessity of tailored efforts to meet the unique needs and concerns of diverse stakeholder groups Designed for scholars practitioners business leaders and students in business and management disciplines this book aims to deepen their understanding of the strategic importance of corporate reputation

The Handbook of Communication and Corporate Reputation Craig E. Carroll, 2015-06-22 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 International Encyclopedia of Organizational Communication, 4 Volume Set Craig Scott, Laurie Lewis, 2017-03-06 The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin evolution and current state of knowledge of all facets of contemporary organizational communication Represents the definitive international reference resource on a topic of

increasing relevance in a new series of sub disciplinary international encyclopedias Examines organization communication across a range of contexts including NGOs global corporations community cooperatives profit and non profit organizations formal and informal collectives virtual work and more Features topics ranging from leader follower communication negotiation and bargaining and organizational culture to the appropriation of communication technologies emergence of inter organizational networks and hidden forms of work and organization Offers an unprecedented level of authority and diverse perspectives with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library Awarded 2017 Best Edited Book award by the Organizational Communication Division National Communication Association

Managing People in Changing Organizations Graeme Martin, 2024-09-03 Managing People in Changing Organizations addresses the contemporary problems faced by managers in dealing with people organizations and change in a theoretically informed and practical way It does so by drawing on classic studies in management up to date research including the author's own case studies and reflective exercises This textbook approaches people management and organizational development from the perspective of practising and aspiring managers making it a valuable alternative to existing texts on organizational behaviour change management and human resource management This third edition incorporates new research and recent changes in technology including artificial intelligence work and job design and additional insights into innovation corporate governance and sustainability Built around a chapter framework that connects different themes to managerial action and practices this textbook covers a wide range of topics including managing at the individual group and organizational levels culture change managing internationally reputation management managing creativity and innovation and corporate governance corporate social responsibility and sustainability There is an increased international flavour reflected in the range of contemporary case studies and literature used throughout which explore business and management problems in the private and public sectors The content also reflects the author's recent experience of consulting and managing at board level This text will be relevant to practising and aspiring managers studying leadership people management organizational behaviour and development and change management on courses at later stage undergraduate masters doctoral and executive education levels

Moral Leadership Deborah L. Rhode, 2015-06-10 Moral Leadership brings together in one comprehensive volume essays from leading scholars in law leadership psychology political science and ethics to provide practical theoretical policy guidance The authors explore key questions about moral leadership such as How do leaders form sustain and transmit moral commitments Under what conditions are those processes most effective What is the impact of ethics officers codes training programs and similar initiatives How do standards and practices vary across context and culture What can we do at the individual organizational and societal level to foster moral leadership Throughout the book the contributors identify what people know

and only think they know about the role of ethics in key decision making positions The essays focus on issues such as the definition and importance of moral leadership and the factors that influence its exercise along with practical strategies for promoting ethical behavior Moral Leadership addresses the dynamics of moral leadership with particular emphasis on major obstacles that stand in its way impaired judgment self interest and power Finally the book explores moral leadership in a variety of contexts business and the professions nonprofit organizations and the international arena

Corporate Reputation and Social Activism Jose Miguel Abito, David Besanko, Daniel Diermeier, 2019 Jose Miguel Abito David Besanko and Daniel Diermeier argue that harm to a firm's reputation is one of the strongest and most practical tools of contemporary corporate activism and explains the numerous campaigns as well as the response of companies Through a straightforward dynamic model focusing on the interaction of the firm and activists the authors show how both the firm's existing reputation and various activist tactics influence actions and outcomes of both the firm and the activists

The Routledge Handbook of Language and Professional Communication Vijay Bhatia, Stephen Bremner, 2014-02-24 The Routledge Handbook of Language and Professional Communication provides a broad coverage of the key areas where language and professional communication intersect and gives a comprehensive account of the field The four main sections of the Handbook cover Approaches to Professional Communication Practice Acquisition of Professional Competence Views from the Professions This invaluable reference book incorporates not only an historical view of the field but also looks to possible future developments Contributions from international scholars and practitioners focusing on specific issues explore the major approaches to professional communication and bring into focus recent research This is the first handbook of language and professional communication to account for both pedagogic and practitioner perspectives and as such is an essential reference for postgraduate students and those researching and working in the areas of applied linguistics and professional communication

Reputation Transfer to Enter New B-to-B Markets Christine Falkenreck, 2009-10-17 An increasing number of products and services are not differentiated by inherent features but by the vendors particularly their reputation and marketing communication Consequently a positive reputation provides competing vendors with a virtually inimitable competitive advantage Contemporary research concerning antecedents and consequences of reputation in the domain of marketing is dominated by branding and line extension issues Organizations communication efforts and the relation of reputation and the communication media are not fully understood nor have they been challenged up to now Moreover customers perception of reputation is clearly embedded in their cultural context However contemporary marketing research restricts both conceptual and empirical considerations to Western type cultures Frequently even the differences in Western type cultures are neglected Considering these shortcomings in contemporary marketing research Dr Christine Falkenreck investigates the opportunities and limits and also the potential benefits and dangers of transferring a vendor's positive reputation to product categories never produced or offered by the considered vendor Embedding the empirical investigation of both reputation

management and reputation transfer in a coherent theoretical framework which is grounded in the Commitment Trust theory is her merit She derives and validates an integrated model that appears to be valid in all cultures considered in her study The results of this analysis contribute substantially to our understanding of reputation measuring and managing These results are not restricted to academic interests and they provided practitioners with a variety of new insights Thus this thesis will fully be widely discussed in both academia and management practice

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