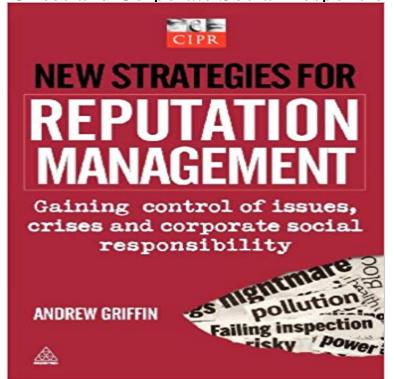
New Strategies for Reputation Management: Gaining Control of Issues, Crises and Corporate Social Responsibility



A damaged reputation can severely hurt the bottom line. Most corporations value their reputations accordingly. New Strategies for Reputation Management shows executives how to take the initiative in strategically managing a companys reputation. Author Andrew Griffin argues that standard thinking on reputation management is often inadequate for todays information age. He describes a host of new and robust methods that will ensure a companys reputation can withstand the major crises and unforeseen events that threaten it.Covering both strategic issues, practical and Strategies For Reputation Management explains how to deal effectively with unexpected crises. It also describes what strategies can build a companys good reputation at other times. International case studies and hundreds of examples drawn from the authors extensive experience in the field makethis book an effective guide for managing a companys reputation for success.

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