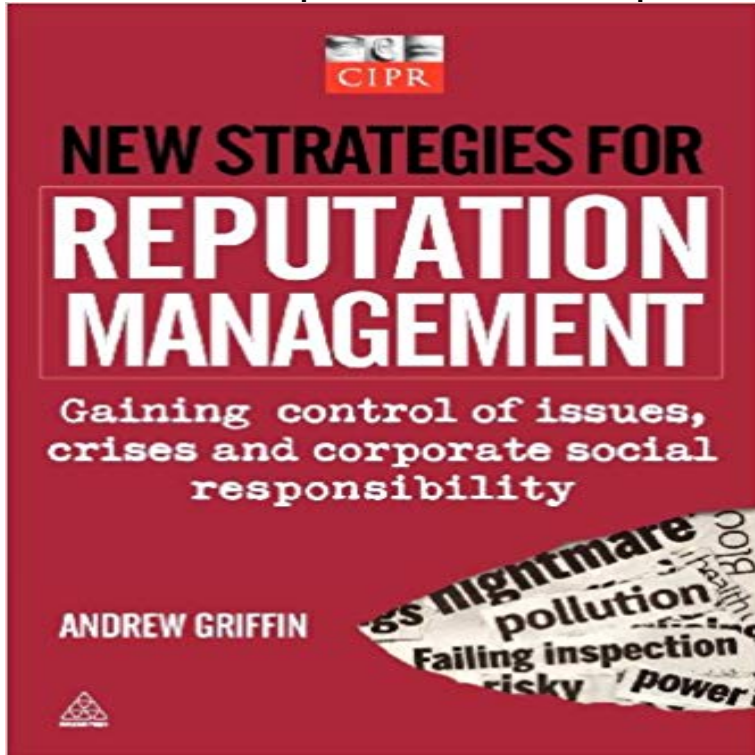


New Strategies for Reputation Management: Gaining Control of Issues, Crises and Corporate Social Responsibility



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 company's reputation. Author Andrew Griffin argues that standard thinking on reputation management is often inadequate for today's information age. He describes a host of new and robust methods that will ensure a company's reputation can withstand the major crises and unforeseen events that threaten it. Covering both practical and strategic issues, New Strategies For Reputation Management explains how to deal effectively with unexpected crises. It also describes what strategies can build a company's good reputation at other times. International case studies and hundreds of examples drawn from the author's extensive experience in the field make this book an effective guide for managing a company's reputation for success.

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