

Reputation Rules Strategies For Building Your Company S Most Valuable Asset

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Reputation Rules Strategies For Building

Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you.

Reputation Rules: Strategies for Building Your Company s ...

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Reputation Rules: Strategies for Building Your Company's ...

Reputation Rules: Strategies for Building Your Company's Most Valuable Asset Reputation Rules: Strategies for Building Your Company's Most Valuable Asset. Leverage your company's most important... Reputation Rules Is a Landmark. Reputation Rules is a landmark work bringing to light Dr. Diermeier's ...

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Reputation Rules: Strategies for Building Your Company's ...

In Reputation Rules: Strategies for Building Your Company's Most Valuable Asset, Daniel Diermeier, the IBM Professor of Regulation and Competitive Practice and director of the Ford Center for Global Citizenship, asserts that the 24/7 news cycle and rise of social media have made reputation management a higher strategic priority than ever.

Reputation Rules - Kellogg School of Management

In a conversation with IndustryWeek, Diermeier offered three tips to help manufacturing leaders protect their companies' reputations. 1. Think Strategically. "A common misunderstanding that executives have is they think about reputation as equivalent or a follow-up to having satisfied customers," Diermeier says.

Three Tips to Protect Your Company's Reputation | IndustryWeek

Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you.

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Reputation Rules : Strategies for Building Your Company's ...

In Reputation Rules, Kellogg School of Management professor Dr. Daniel Diermeier explains how to use reputation as a key strategic element. Real-life business scenarios from Mercedes, Shell, Enron, Toyota and others prove the need for reputation-management tools; Diemeier illustrates how they can be used to establish a culture that enables any organization to face any corporate mishap.

Reputation rules : strategies for building your company's ...

Reputation Rules: Strategies for Building Your Company's ... Reputation Rules Strategies For Building Online reputation is a factor in any online community where trust is important.

Examples include eBay, an auction service which uses a system of customer feedback to publicly rate each member's reputation, or Amazon.com which has a similar

Leverage your company's most important asset! "Diermeier draws on extensive research and illustrates these insights with rich case studies from a variety of industries. He shows how to integrate reputation management deeply into the culture and structure of companies. I expect Reputation Rules to set the standard for years to come." —Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "Reputation Rules [provides a] 'sixth sense' for both reputational risks and opportunities. I highly recommend the book." —Samuel Allen, Chairman and Chief Executive Officer, Deere & Company "Diermeier provides important insights for managing reputation and turning challenges into opportunities. The lessons will become an essential component of a manager's repertoire." —David Baron, David S. and Ann M. Barlow Professor of Political Economy and Strategy, Emeritus, Stanford Graduate School of Business "Reputation Rules breaks new ground in what has until now been an elusive challenge for companies and consultants alike. An exquisite compendium of navigational tools. . . . This is a game-changing book to be sure." —Harlan A. Loeb, Executive Vice President, Director of U.S. Crisis and Issues Management, Edelman "Daniel Diermeier has continuously caught the attention of the business world with insightful and compelling facts that should once again challenge our thinking and actions. In today's fast-changing business environment, values and reputation are the foundation, and Daniel presents sound reasoning and experience as to why they are so important." —Jeff Stratton, Executive Vice President and Chief Restaurant Officer, McDonald's Corporation "Any examination of how much-loved companies can forfeit people's affections needs to start with the realisation of how few much-loved companies there are. Businesses are more often the villains, as Daniel Diermeier of Northwestern University's Kellogg management school points out in his insightful new book Reputation Rules." —Michael Skapinker, Financial Times About the Book: In our lightning-fast digital age, a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year companies such as BP, Goldman Sachs, and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture. There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr. Daniel Diermeier. An award-winning professor at the Kellogg School of Management, Northwestern University, Dr. Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story. Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this

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critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you. He touches on all of the reputational issues that need to be managed from a strategic level, describing how to: Overcome direct challenges from influential activist and political forces Manage corporate scandals, including executive compensation Use external, seemingly unrelated events to boost reputation Build a reputation management process into everyday operations In addition, Dr. Diermeier provides case studies of Shell's confrontation with Greenpeace, Mercedes's recovery from the Moose crisis, AIG's executive bonus fallout, Wal-Mart's reputation-building response to Hurricane Katrina, and numerous other scenarios illustrating what works and what doesn't when it comes to reputation management. Brimming with keen insights and lucid examples, Reputation Rules is a guidepost for your organization's future—and a salve for crisis management.

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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

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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.

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

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 insight on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

The authors of this important book analyse the pitfalls and risks of doing business in ASEAN countries that are mostly absent in Western markets, covering various strategic, external, operational, and legal-cultural challenges for international companies. Doing Business in ASEAN Emerging Markets crucially addresses how to resolve those barriers. Encompassing issues of governance and leadership standards, the authors present case studies and practical solutions underpinned by academic research. Helping executives learn how to implement high international standards and maintain sensitivity to socio-cultural and political Asian contexts, the book highlights the need to create an international diverse and unified leadership team that will take better decisions and effectively deal with risks, and apply best corporate governance practices within an Asian context.

- ... release reputation bearers from the burden of being constantly monitored and reduce the likelihood of government or public supervision and control.
- ... strengthen client trust, ease the recruitment and retention of capable employees and improve access to capital markets or

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attract investors. • ... legitimate positions of power and build up reserves of trust which - lowed companies and politicians – but also researchers and journalists – to put their issues on the public agenda, present them credibly and mould them in their own interests. But a fear of loss is not the only reason for the steadily increasing - portance of reputation in corporate management today (or more especially, in the minds of top management). Rather, the main reason is that corporate reputation has shifted from being an unquantifiable 'soft' factor to a me- urable indicator in the sense of management control. And it is a variable that is obviously relevant to a company's performance: recent studies by the European Centre for Reputation Studies and the Ludwig-Maximilians- Universität of Munich compared the stock market performance of a port- lio of the top 25% of reputation leaders (based on regular reputation me- urements in the wider public) with that of the German DAX 30 stock m- ket index. The results show that a portfolio consisting of reputation leaders 1 outperformed the stock market index by up to 45% – and with less risk. Fig. 1. Performance of 'reputation portfolios' vs.

A firm's reputation is an asset that can be built or harmed over time and most companies invest in their good standing. This can be challenged or threatened by activists seeking to change the firm's behavior, especially to reduce negative externalities and other social harms that a company may be creating. The strategic interaction takes place in the realm of private politics and corporate social responsibility-perceptions and actions of the company, activists, and the public audience-rather than that of public policy, including regulation. In *Corporate Reputation and Social Activism* 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. Among their insights are that as a firm's reputation grows, it tends to coast on its reputation by reducing its private regulation, or voluntary adoption of internal rules that constrain certain company behavior. Activists can keep the firm from coasting in two ways: the firm acts more responsibly to protect its reputation in anticipation of activist campaigns, and a firm whose reputation is harmed by a campaign engages more responsibly to repair its reputation. The book explores how activists choose among potential targets and the different tactics activists can use to harm firms' reputations, including criticism, which has a potentially mild impact on the firm's reputation, confrontation, which can cause a reputational crisis in which the firm's reputation can be dramatically impaired, and rewards, which increase a firm's reputation. These can have different effects on firm behavior. The authors also examine whether campaigns by activists advance or harm social welfare. The result is a sweeping overview of an evolving and increasingly important phenomenon that combines rigorous modeling and that generates a rich set of empirical implications that will interest researchers in economics, business and management, sociology, and political science.

When "blindsided" by a crisis, are you ready to be the real leader who brings strength of character and split-second action to restore a "new normal"? Workplace violence, natural disaster, or worse -- it comes down to who you are and what you do in the face of the test. Learn time-tested skills to make a difference in a crisis! In this new, completely updated and expanded 2nd edition of Bruce Blythe's *Blindsided*, he walks you through the foolproof step-by-step system to become the kind of leader he calls a "crisis whisperer." Result: You will never be "blindsided" again! In the first half of the book, Blythe lands you in the middle of a fast-breaking crisis – an active shooter in the corridor outside your office -- and uses real-world case studies, examples, and checklists to show what a top-notch leader would need to do in

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each phase of the crisis. Then, in the second half of the book, he demonstrates how to apply this knowledge to develop and implement your own crisis management plan. *Blindsided* is two books in one: Crisis Response and Crisis Preparedness. NEW in the 2nd edition: How to apply the "Reasonable Person Test" and "Wall Street Journal Test" to crisis decision management decisions in advance. New chapter on Reputation Management shows how to make the right decisions, before reputation and bottom line suffer! How to avoid falling into the "Crisis Red Zone," in which your leadership effectiveness can evaporate. How to lead the workforce into a "New Normal," even in the wake of the most upsetting and disorienting crisis. How to develop Crisis Response Teams as part of your Crisis Management Plan - selecting and training the right people for the job. How to anticipate important Crisis Management risks that are trending and will be part of your future - and how to prepare for them in a Crisis Management Plan that works for today and tomorrow. Practical forms, checklists, cases studies, real-life examples, glossary, index, discussion questions, and other take-and-use tools: Quick use response guide at the end of each chapter - all 15 can form a handy pocket guide. Incident checklists for 9 major types of crisis - accidental death, chemical/toxic exposure, earthquake, and more. Special guide for organizing in advance to address the needs of families of those who are injured or lost in an event - with sample conversations. Instructor's Manual and 300+ classroom slides available upon book adoption. Professors: Request a complimentary copy. QUOTES "Takes the reader through some of the toughest moments in the life of a leader...moments that create legendary leaders or cut short promising careers." - Daniel Diermeier, Dean of the Harris School of Public Policy and Emmett Dedmon Professor of Public Administration, University of Chicago "Having served as CEO of a Fortune 500 company, I can personally attest to the value of the crisis management system Blythe outlines." - Luke R. Corbett, Lead Independent Director of OGE Energy Corporation and Former Chairman and Chief Executive Officer of Kerr-McGee Corporation. "I loved the first edition...and Bruce's experience and insight since that time has expanded to make this [second edition]...an advanced textbook which incorporates the many substantial changes in our world over the past decade - from the expansion of terrorism to communicative diseases to the role of the Internet in all crises." - Jonathan Bernstein, President of Bernstein Crisis Management, Inc.

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.

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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.

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