



How to Measure and Manage Your Corporate Reputation

Terry Hannington

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The issue of brand has overshadowed that of reputation. It has been fashionable to re-brand, spend a lot of money on advertising and hope that you can leave your negative baggage behind. This strategy doesn't always work, witness Monday or Consignia, both victims of their 'infectious history'. Terry Hannington provides a blueprint for effectively measuring and managing your reputation. That means understanding the difference between brand and reputation, the significance of the latter and how you get your reputation in the first place. This book shows you how to measure and understand stakeholder influence via reputation assessment research techniques and, once you have done that, how to build and manage a reputation management plan.

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