

- |                         |   |
|-------------------------|---|
| 1. Record Nr.           | UNICAMPANIASUN0053335   |
| Autore                  | Pini, Bruno   |
| Titolo                  | Primo corso di analisi matematica / Bruno Pini  |
| Pubbl/distr/stampa      | Bologna, : Cooperativa libraria universitaria, 1971   |
| Descrizione fisica      | 621 p. ; 28 cm.   |
| Soggetti                | 26-XX - Real functions [MSC 2020]   |
| Lingua di pubblicazione | Italiano  |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| 2. Record Nr.           | UNINA9910451156903321   |
| Autore                  | Hannington Terry  |
| Titolo                  | How to measure and manage your corporate reputation [[electronic resource] /] / Terry Hannington            |
| Pubbl/distr/stampa      | Aldershot, England ; ; Burlington, VT, : Gower, c2004   |
| ISBN                    | 1-317-12067-1<br>1-317-12066-3<br>1-281-09817-5<br>9786611098179<br>0-7546-8297-8                           |
| Descrizione fisica      | 1 online resource (110 p.)  |
| Disciplina              | 659.2   |
| Soggetti                | Corporate image<br>Brand name products - Management<br>Corporations - Public relations<br>Electronic books. |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| Note generali           | Includes index.   |

## Nota di contenuto

Cover; Contents; List of figures; 1. Introduction; 2. What is the Difference Between a Brand and a Reputation?; 3. How is a Corporate Reputation Built Over Time?; 4. 360o Mapping of Stakeholder Influence; 5. Building Executive Commitment to Measure your Reputation and the Key Role of Communications; 6. Researching your Organisation's Reputation; 7. The Results of your Research; 8. Building and Implementing the Plan; 9. Managing the Industry Analysts; 10. A Case in Point; 11. The Time to Take Action; Index

---

## Sommario/riassunto

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, all

---