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Nota di contenuto	Trust the Brand; Preface; Table of contents; List of figures; List of appendices; Abbreviations; 1. Introduction; 2. Basic principles and conceptual demarcation; 3. The development of reputation in private banking; 4. Reputation management in German private banks -a survey; 5. Corporate Reputation Management System; 6. Outlook; Bibliography; Appendix; Verena Angelika Knipp
Sommario/riassunto	Reputation is the sum of individual perceptions, experiences and beliefs in the mind of a company's stakeholder. Therefore, synchronous stakeholder communication and interaction has to respect the needs of all parties involved. Reputation management is the total of concepts, processes and structures that are directed towards the effective management of reputation within a company. It covers all activities to establish, preserve, improve and defend reputation systematically. Private banking is a highly sensitive and trust requiring business. A strong bank brand and a healthy reputation are i