

1. Record Nr.	UNINA9910459394603321
Autore	Burkhardt Robert
Titolo	Reputation management in small and medium-sized enterprises [[electronic resource]] : analysis and evaluation of the use of reputation management : a survey of small and medium-sized enterprises in Germany // Robert Burkhardt
Pubbl/distr/stampa	Hamburg, : Diplomica Verlag, 2008
ISBN	3-8366-0825-1
Descrizione fisica	1 online resource (108 p.)
Collana	MA-Thesis / Masterarbeit
Disciplina	658.022
Soggetti	Business ethics Consumer confidence Small business Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Cover title.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Reputation Management in Small and Medium-sized Enterprises; Abstract; Preface; Table of contents; List of figures; List of tables; Abbreviations; Glossary; 1 Introduction; 2 Basic principles of Reputation Management; 3 Reputation Management in organisations; 4 Reputation Management survey; 5 Conclusions and recommendations; 6 Outlook; Bibliography
Sommario/riassunto	Hauptbeschreibung""It takes 20 years to build up a reputation and five minutes to ruin it. If you think about that, you'll do things differently."" (Warren Buffett)British Petrol, Deutsche Bank, Nike, Siemens, Volkswagen - what do these companies have in common? First, they are part of the world market leaders in their business area and successful trendsetters, e.g. British Petrol in sustainable resources, Nike in sports goods and Siemens in high technology. Second, all of them had these ""five minutes"" to ruin their reputation. They are perceived in close contact with environm