

1. Record Nr.	UNINA9910145739703321
Autore	Gaines-Ross Leslie
Titolo	Corporate reputation [[electronic resource]] : 12 steps to safeguarding and recovering reputation / / Leslie Gaines-Ross
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, c2008
ISBN	1-119-20350-3 1-281-22202-X 9786611222024 0-470-24547-6
Descrizione fisica	1 online resource (205 p.)
Disciplina	659.2
Soggetti	Corporate image Responsibility Corporations - Public relations Organizational effectiveness Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 161-174) and index.
Nota di contenuto	Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation; CONTENTS; ACKNOWLEDGMENTS; PREFACE; WHY I WROTE THIS BOOK; HOW I WROTE THIS BOOK; THE BOOK'S OBJECTIVES; THE CONTENT; FOR WHOM THIS BOOK WAS WRITTEN; CAVEATS; REPUTATION LOSS IS NOT NEW, BUT RECOVERY STRATEGIES ARE; PART I; CHAPTER 1: REPUTATION MATTERS; A TIPPING POINT; REPUTATION ADVANTAGE; CHAPTER 2: REPUTATION LOSS; REPUTATION EROSION; THE NEW REPUTATION RULES OF ENGAGEMENT; CHAPTER 3: SECOND ACTS; REPUTATION RISING; ONE STEP AT A TIME; PART II; CHAPTER 4: RESCUE; STEP 1: TAKE THE HEAT- LEADER FIRST STEP 2: COMMUNICATE TIRELESSLYSTEP 3: DON'T UNDERESTIMATE YOUR CRITICS AND COMPETITORS; STEP 4: RESET THE COMPANY CLOCK; CONCLUSION; CHAPTER 5: REWIND; STEP 5: ANALYZE WHAT WENT WRONG AND RIGHT; STEP 6: MEASURE, MEASURE, AND MEASURE AGAIN; CONCLUSION; CHAPTER 6: RESTORE; STEP 7: RIGHT THE CULTURE; STEP 8: SEIZE THE SHIFT; STEP 9: BRAVE THE MEDIA;

CONCLUSION; CHAPTER 7: RECOVER; STEP 10: BUILD A DRUMBEAT OF GOOD NEWS; STEP 11: COMMIT TO A MARATHON, NOT A SPRINT; STEP 12: MINIMIZE REPUTATION RISK; CONCLUSION; PART III; CHAPTER 8: RETURN TO FLIGHT; REPUTATION LOSS IS ALL BUT INEVITABLE
REPUTATION RECOVERY COMES WITH NO EXPIRATION
DATE REPUTATION WOUNDS ARE OFTEN SELF-INFLICTED; NEW REPUTATION PERILS LIE AHEAD; REPUTATION RADAR IS NOT A LUXURY; REPUTATION HALOS DO NOT MAKE YOU A SAINT; REPUTATION IS AND ALWAYS WILL BE A JOB FOR CEOs; BEYOND THE BOTTOM LINE; REPUTATION CAPITAL RULES; NOTES; INDEX

Sommario/riassunto

Praise For Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation ""In a sea of business books, Corporate Reputation is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment. It delivers a message that's provocative, insightful, and needs to be heard.""-Heidi Henkel Sinclair, Director of Communications, Bill & Melinda Gates Foundation ""Every CEO, senior executive, and, increasingly, board member now appreciates the importance of building and protecting a company's r

2.	Record Nr.	UNISALENTO991000770189707536
	Autore	Bergamaschi, Cirillo
	Titolo	Bibliografia degli scritti editi di Antonio Rosmini Serbati / Cirillo Bergamaschi
	Pubbl/distr/stampa	Milano : Marzorati [poi] Stresa : Sodalitas : [poi] Edizioni rosminiane Sodalitas, 1970-
	Descrizione fisica	v. ; 24 cm
	Altri autori (Persone)	Rosmini Serbati, Antonio
	Disciplina	016.195
	Soggetti	Rosmini Serbati, Antonio - Opere - Bibliografia
	Lingua di pubblicazione	Italiano
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
3.	Record Nr.	UNINA9910781832603321
	Titolo	Before they could vote : American women's autobiographical writing, 1819-1919 // edited by Sidonie Smith and Julia Watson
	Pubbl/distr/stampa	Madison, Wis., : University of Wisconsin Press, c2006
	ISBN	1-282-27036-2 9786612270369 0-299-22053-2
	Descrizione fisica	xii, 454 p
	Collana	Wisconsin studies in autobiography
	Altri autori (Persone)	SmithSidonie WatsonJulia <1945->
	Disciplina	305.4092/273 B
	Soggetti	Women - United States Women - United States - History - 19th century Women - United States - History - 20th century Women's studies - United States - Biographical methods Autobiography - Women authors Autobiographies. Primary sources.

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (p. 447-454).
Nota di contenuto	Introduction : Living in public / Sidonie Smith and Julia Watson -- An authentic statement of the case and conduct of Rose Butler, who was tried, convicted, and executed for the crime of arson (1819) / Rose Butler -- A narrative of the life of Mrs. Mary Jemison (as told to James E. Seaver) (1824) / Mary Jemison -- The life and religious experience of Jarena Lee (1836) / Jarena Lee -- Selections from Journal of a residence on a Georgian plantation in 1838-1839 (1863) / Fanny Kemble -- Transcription of speech given at the Akron Women's Rights Convention, from the Anti-slavery Bugle (June 21, 1851) / Sojourner Truth -- Selections from "Youth," from Memoirs of Margaret Fuller Ossoli (1852) / Margaret Fuller -- Testimony, given in Canada (1855) / Harriet Tubman -- A brief narrative of the life of Mrs. Adele M. Jewel (1869) / Adele M. Jewel -- Selections from her journals (1874/78) / M. Carey Thomas -- The Yakima affair, from Life among the Piutes : their wrongs and claims (1883) / Sarah Winnemucca -- An old woman and her recollections (as recorded by Thomas Savage) (1877) / Eulalia Perez -- Beginning to work, from A New England girlhood (1889) / Lucy Larcom -- "Looking back on girlhood" (1892) / Sarah Orne Jewett -- The Club movement among colored women of America (1900) / Fannie Barrier Williams -- Sketches from The Atlantic monthly / Zitkala-Sa -- Nurslings of the sky, from The land of little rain (1903) / Mary Hunter Austin -- Mary MacLane meets the vampire on the isle of treacherous delights (1910) / Mary MacLane -- The promised land, from The promised land (1912) / Mary Antin -- Lives in The Independent and the question of race / Anonymous -- How I made my first big flight abroad : my flight across the English Channel (1912) / Harriet Quimby -- Autobiographical essays / Sui Sin Far -- Selections from Madeleine, an autobiography (1919) / "Madeleine."
Sommario/riassunto	The life narratives in this collection are by ethnically diverse women of energy and ambition - some well known, some forgotten over generations - who confronted barriers of gender, class, race, and sexual difference as they pursued or adapted to adventurous new lives in a rapidly changing America. The engaging selections - from captivity narratives to letters, manifestos, criminal confessions, and childhood sketches - span a hundred years in which women increasingly asserted themselves publicly. Some rose to positions of prominence as writers, activists, and artists; some sought education or wrote to support themselves and their families; some transgressed social norms in search of new possibilities. Each woman's story is strikingly individual, yet the brief narratives in this anthology collectively chart bold new visions of women's agency.