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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