

1. Record Nr.	UNINA9910793361803321
Autore	Langham Tony (Company founder)
Titolo	Reputation management : the future of corporate communications and public relations // written and curated by Tony Langham (FCIPR, MPRCA)
Pubbl/distr/stampa	Bingley, England : , : Emerald Publishing, , 2019
ISBN	1-78756-609-9 1-78756-607-2
Descrizione fisica	1 online resource (306 pages)
Collana	PRCA practice guides
Disciplina	659.2
Soggetti	Public relations Communication in organizations Business & Economics - Industries / Media & Communications Media, information & communication industries
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Prelims -- What is reputation? -- What makes a great reputation? -- The value of reputation -- Measuring reputation (and the current state of play) -- Managing reputation -- Perspectives on reputation management -- Gender, diversity and reputation management -- The reputation management toolkit -- Case studies from the best of the best -- Crisis management -- The forces shaping reputation today -- Reputation management in future -- Postscript: reputation management, a force for Good? -- Endnotes -- Bibliography -- Index.
Sommario/riassunto	A good reputation is vital to success in business and in life. Organisations with the best reputations outperform rivals in a myriad of tangible ways; they recruit higher quality staff, succeed with smaller marketing budgets, and exert greater influence over Governments. Although in the long term reputation is based on reality and behaviour, short term examples of organisations and individuals building unfair advantage can be seen all around us. Despite this, reputation remains an often misunderstood and neglected asset. In 'Reputation Management: The Future of Corporate Communications and Public Relations', Tony Langham argues that reputation management is the

future incarnation of public relations and corporate communications. Featuring specially commissioned essays, as well as exclusive interviews with leading CEOs, influencers and celebrities, the book covers issues as diverse as fake news, AI, James Bond, cyber security and internet bullying. Also included are contributions from thirty-nine of the world's leading reputation managers who exclusively reveal the time they made the most difference to an organisation's reputation. 'Reputation Management' provides a complete blueprint and toolkit for reputation management and is essential reading for CEOs, Board Directors and shareholders in businesses who ultimately bear the responsibility and costs of reputation management. It will also prove indispensable to all professionals and students working in or studying business, marketing, corporate communications and public relations.

---