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Nota di contenuto	Machine generated contents note: Notes on Contributors Acknowledgments 1. Corporate Reputation and the Multiple Disciplinary Perspectives of Communication Craig E. Carroll SECTION 1: Communication Disciplines of Reputation 2. Corporate Reputation and the Discipline of Public Opinion Cees B.M. van Riel 3. Corporate Reputation and the Discipline of Interpersonal Communication Sherry Holladay 4. Corporate Reputation and the Discipline of Organizational Communication Robyn Remke 5. Corporate Reputation and the Discipline of Advertising Nora Rifon, Karen Smreker and Sookyong Kim 6. Corporate Reputation and the Discipline of Corporate Communication Peggy Simcic Brönn 7. Corporate Reputation and the Discipline of Public Relations Judy Motion, Sally Davenport, Shirley Leitch and Liz Merlot 8. Corporate Reputation and the Discipline of Management Communication James O'Rourke, IV 9. Corporate Reputation and the Discipline of Communication Management Anne Gregory 10. Corporate Reputation and the Discipline of Integrated

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Sommario/riassunto

"With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation "--