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Nota di contenuto	Cover; Contents; Preface; Acknowledgements; 1 - An Overview of Corporate Reputation: A Hammer or a Tool?; SECTION I - Understanding Corporate Reputation; 2 - Waltzing with Stakeholders to Score on Corporate Reputation; SECTION II - Building Corporate Reputation; 3- Redeeming Corporate Trust and Reputation: A Systemic Look at Corporate Governance and Ethics; 4 - Orchestrating the Song and Dance of Reputation: The Role of Leaders; 5 - Increasing Crescendo: Wooing Investors for Market Valuation and Visibility; 6 - Seeking Relational Rent and Hedging Risk: Building Reputation with the Government SECTION III - Managing Corporate Reputation 7 - Unleashing the Potential of Social Responsibility for Reputational Gain: Managing Social Impact; 8 - Choreographing the Organisation - Media Tango: Managing Media Relations; 9 - Understanding the 'Tweet. Post. Call. Comment' Affair: Managing Reputation through Social Media; 10 - Restoring Confidence and Re-engineering Stakeholder Frames in 'The Eye of the Storm': Crisis Management; SECTION IV - Strategising Corporate Reputation; 11 - 'Walk the Talk' and 'Talk the Walk': Strategising Corporate Reputation

Sommario/riassunto

Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR-company's stakeholders, situations demanding CR interventions, and the impact of a company's culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birl