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Descrizione fisica	1 online resource (357 p.)
Collana	Psychological and Behavioural Aspects of Risk
Altri autori (Persone)	BurkeRonald J MartinGraeme CooperCary L
Disciplina	659.2
Soggetti	Corporate image Brand name products - Management Corporations - Public relations Organizational effectiveness Performance - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
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Note generali	Includes index.
Nota di contenuto	Corporate reputations : development, maintenance, change and repair / Ronald J. Burke -- The meaning and measurement of corporate reputation / Gary Davies -- Measuring the impact of corporate reputation on stakeholder behavior / Manfred Schwaiger ... [et al.] -- Reputation and corporate social responsibility : a global view / Philip H. Mirvis -- Organizational identity, corporate social performance and corporate reputation : their roles in creating organizational attractiveness / Kristin B. Backhaus -- Employer branding, the psychological contract and the delicate act of expectation management and keeping promises / Kerry Grigg -- Managing corporate reputations, strategic human resource management (SHRM) and

negative capabilities / Graeme Martin, Paul Gollan and Kerry Grigg -- From applause to notoriety : organizational reputation and corporate governance / Charles McMillan -- The role of the CEO and leadership branding-credibility not celebrity / Julie Hodges -- The role of the news media in corporate reputation management / Craig E. Carroll -- The impact of Web 2.0 and Enterprise 2.0 on corporate reputation : benefits, problems and prospects / Martin Reddington and Helen Francis -- Re-creating reputation through authentic interaction : using social media to connect with individual stakeholders / C.V. Harquail -- Corporate governance and corporate reputation : a disaster story / Thomas Clarke -- Corporate rebranding / Dale Miller and Bill Merrilees -- Repairing damages to reputations : a relational and behavioral perspective / Moonweon Rhee and Robin J. Hadwick.

Sommario/riassunto

According to Ernst & Young, the investment community believes that up to 50 percent of a company's value is intangible - based mostly on corporate reputation. This book contains academic content along with practical contributions, developed by those serving as consultants or working in organizations specialising in corporate reputation and its management or recovery. Any book that is going to do justice to a subject that is so complex and intangible needs imagination, depth and range, and this is exactly what the contributors bring with them.
