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26 The State of Agenda-Setting Research on Corporate Reputation and the News Media around the Globe: Conclusions, Cautions, and Contingent ConditionsContributors; Index

Sommario/riassunto

This volume examines agenda-setting theory as it applies to the news media's influence on corporate reputation. It presents interdisciplinary, international, and empirical investigations examining the relationship between corporate reputation and the news media throughout the world. Providing coverage of more than twenty-five countries, contributors write about their local media and business communities, representing developed, emerging, and frontier markets - including Argentina, Brazil, Chile, China, Germany, Greece, Japan, Nigeria, Spain, and Turkey, among others. The chapters present pr
