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Nota di contenuto	Introduction to the Book -- Corporate Reputation: a Literature Review -- Corporate Reputation Management Process -- Corporate reputation outcomes -- Measuring Corporate Reputation -- Empirical Evidence on The Impact of Corporate Reputation and Banks and Auditors' Decisions -- Conclusions, Limitations, and Implications.
Sommario/riassunto	This book offers a comprehensive overview of corporate reputation, aiming to enhance understanding, management processes, and measurement methods associated with this crucial concept. By integrating perspectives from various disciplines such as strategic management, organizational theory, and accounting, the book presents

a holistic framework for both enhancing and safeguarding corporate reputation. The book explores essential processes such as creating, acquiring, protecting, and repairing reputational capital, employing a stock and flow model to establish a robust framework for reputation management. Furthermore, the book studies the role of corporate communication and voluntary disclosure in establishing trust and credibility with stakeholders. It provides actionable strategies for reputational risk management and crisis management, emphasizing the critical importance of swift and transparent communication in safeguarding and restoring reputational capital. By addressing stakeholder-specific dynamics and offering detailed guidelines on reputation management, the book underscores the necessity of tailored efforts to meet the unique needs and concerns of diverse stakeholder groups. Designed for scholars, practitioners, business leaders, and students in business and management disciplines, this book aims to deepen their understanding of the strategic importance of corporate reputation.
