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Nota di contenuto	Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation; CONTENTS; ACKNOWLEDGMENTS; PREFACE; WHY I WROTE THIS BOOK; HOW I WROTE THIS BOOK; THE BOOK'S OBJECTIVES; THE CONTENT; FOR WHOM THIS BOOK WAS WRITTEN; CAVEATS; REPUTATION LOSS IS NOT NEW, BUT RECOVERY STRATEGIES ARE; PART I; CHAPTER 1: REPUTATION MATTERS; A TIPPING POINT; REPUTATION ADVANTAGE; CHAPTER 2: REPUTATION LOSS; REPUTATION EROSION; THE NEW REPUTATION RULES OF ENGAGEMENT; CHAPTER 3: SECOND ACTS; REPUTATION RISING; ONE STEP AT A TIME; PART II; CHAPTER 4: RESCUE; STEP 1: TAKE THE HEAT- LEADER FIRST STEP 2: COMMUNICATE TIRELESSLY STEP 3: DON'T UNDERESTIMATE YOUR CRITICS AND COMPETITORS; STEP 4: RESET THE COMPANY CLOCK; CONCLUSION; CHAPTER 5: REWIND; STEP 5: ANALYZE WHAT WENT WRONG AND RIGHT; STEP 6: MEASURE, MEASURE, AND MEASURE

AGAIN; CONCLUSION; CHAPTER 6: RESTORE; STEP 7: RIGHT THE CULTURE; STEP 8: SEIZE THE SHIFT; STEP 9: BRAVE THE MEDIA; CONCLUSION; CHAPTER 7: RECOVER; STEP 10: BUILD A DRUMBEAT OF GOOD NEWS; STEP 11: COMMIT TO A MARATHON, NOT A SPRINT; STEP 12: MINIMIZE REPUTATION RISK; CONCLUSION; PART III; CHAPTER 8: RETURN TO FLIGHT; REPUTATION LOSS IS ALL BUT INEVITABLE REPUTATION RECOVERY COMES WITH NO EXPIRATION DATEREPUTATION WOUNDS ARE OFTEN SELF-INFLICTED; NEW REPUTATION PERILS LIE AHEAD; REPUTATION RADAR IS NOT A LUXURY; REPUTATION HALOS DO NOT MAKE YOU A SAINT; REPUTATION IS AND ALWAYS WILL BE A JOB FOR CEOs; BEYOND THE BOTTOM LINE; REPUTATION CAPITAL RULES; NOTES; INDEX

Sommario/riassunto

Praise For Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation "In a sea of business books, Corporate Reputation is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment. It delivers a message that's provocative, insightful, and needs to be heard."-Heidi Henkel Sinclair, Director of Communications, Bill & Melinda Gates Foundation "Every CEO, senior executive, and, increasingly, board member now appreciates the importance of building and protecting a company's r
