



# Managing Corporate Reputation: The New Currency (Thorogood Professional Insights series)

*Susan Croft, John Dalton*

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'You cannot ignore that corporations are under the microscope as never before.'

It's not surprising that reputation has moved to the centre of strategic thinking. but how many companies know how to manage or measure it - let alone have a reputation strategy? Far too few.

Now this expert, readable and practical report puts that right.

The dynamics of corporate reputation and the factors governing it are complex. Will an ethical stance lead to growth of reputation capital? Will that result in improved financial performance? What are the issues that can impact most on reputation, and how best to minimise risk?

Factors that have focused on fiercer spotlight on reputation:

corporate scandals exposed in the media

pressure from NGOs

corporate governance issues

globalisation and increased competition

trade liberalisation and increasing competition

This report shows you how to:

develop PR, brands and relationship management as the vanguards of your corporate reputation

strengthen your internal as well as external communications

improve the effective management of your stakeholders

build trust in the corporation at a time of failing confidence and increasing media pressure

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