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Reputation is the most complex asset of an organization. Despite the call for consistent management of corporate reputation comprehensive approaches to measure and steer a company's reputation are still in their infancy. Reputation management aims at creating a balance between stakeholder demands, perceptions and corporate reality in order to foster behavior that helps a company achieve its business goals. It needs to be based on thorough research and requires orchestrated execution through management processes across

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organizational units, communication disciplines, and countries. This calls for a management system to establish a closed cycle of strategic planning, implementation, performance measurement, and reporting. The book gives answers to the following questions: What is reputation and which conceptualizations do exist? What are the state-of-the-art methods and tools to measure corporate reputation? What are best practice examples and future trends in the field of corporate reputation management?

An international and multidisciplinary collection, edited by pioneers in the field, this work captures the quintessence of the corporation and its many inner and outer manifestations, presenting readers with a new approach to the subject area.

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Fully revised and updated with the original contributions contextualized by the editors' analyses and commentary to draw them together into a coherent whole, this anthology affords readers a new way of comprehending organizations. This new edition features a new introductory section to branding and public relations, contextualizing the rest of the volume new case vignettes for each section with enhanced pedagogy to enable reader reflection on the themes examined new readings and an updated Harvard style case study revised and updated commentary and analysis from the editors Filled with illuminating articles that stem from the 1950s to the present day, highlighting both practitioner and scholarly perspectives on the subject, this reader is an essential text for

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all students of marketing, reputation, business and corporate strategy, public relations, communications and branding. Project Report from the year 2020 in the subject Business economics - Corporate communication, grade: MSc., University of Cape Coast, course: Corporate Digital Communications, language: English, abstract: This report is in three tasks. The first task provides the organisational summary of the chosen organization (Qatar Airways). Then assesses the current stakeholders' perceptions of its existing brand identity through stakeholder analysis and mapping and evaluates the ways in which the organisation has developed its brand identity over time and the impact this has had on its reputation. In conducting the stakeholder analysis, eight

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stakeholder groups were identified and their expectations analyzed. With this done, a thorough assessment was conducted using stakeholder mapping to know their perceptions of the brand identity of Qatar Airways. The assessment revealed that stakeholder perceptions of the brand are generally positive. By evaluating how the brand identity has been developed over time, the context and concepts relating to branding and corporate reputation were first examined and then the impact of the brand identity on the organisation's reputation was evaluated. This evaluation revealed that Qatar Airways' brand identity has developed through deliberate brand identity strategies. Generally, the brand identity of the organisation has impacted the

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company's reputation positively. The second task of the report considers the use of digital communications to establish a new brand. It begins by assessing the following as the most relevant digital tools and channels available for establishing and managing brand identity: brand website, social media, mobile phone applications and email. It further evaluates the suitability of two digital channels currently used by Qatar Airways to communicate its brand identity: the organisation's brand website and its Facebook page. This task then concludes by recommending the following digital communications strategies for establishing an enhanced brand identity: having an increasingly active presence on popular social media platforms; increasing the use of email newsletters; increasing

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the use of visual elements on social media platforms; providing information consistently and purposefully on the corporate website and developing the corporate website into an online collaboration platform and content hub. The final task of this report examines how Qatar Airways can develop a new corporate brand identity that better reflects the needs of both the organisation and its stakeholders.

Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics. It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing

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relationships. Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies, such as employing media plans, determining communication channels, setting objectives, choosing the right promotional programs and message strategies, budgeting and assessing the overall effectiveness of a company's public relations strategy. Featuring coverage on a broad range of topics, such as brand and customer communications, corporate social responsibility, and leadership, this book is geared towards practitioners, professionals, and scholars seeking current research on reputation management.

Essentials of Corporate Communication

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Corporate Reputation

Reputation Management

The Handbook of Communication and Corporate Reputation

Principles and Practice

This doctoral research aims to investigate the reputation building process of companies and to examine the applicability of western-developed theories about the uses of corporate reputation in a non-western context. It is the first study that synthesises three theories (value creation, strategic resources and corporate communication) to examine the

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strategic consequences of the uses of corporate reputation. Corporate reputation is an attribute or a set of attributes ascribed to a firm and inferred from the firm's past actions. It is the belief of market participants about a firm's strategic character (Weigelt and Camerer, 1988). Also, corporate reputation is the public's cumulative judgement of a firm over time (Roberts and Dowling, 2002). The review of theoretical literature indicates the uses of corporate reputation by business organizations can be theorized along six dominant paradigmatic perspectives: 1-public relations; 2-marketing; 3-management, 4-economic;

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5-sociological; 6-finance and accounting. The uses of corporate reputation in these six paradigms are comprehensively discussed. The objective of this study is to establish the use of corporate reputation in the development of brand image strategy. A review of the uses of the concept of corporate reputation is discussed in detail in chapter 2. The review of the literature also identified a research gap by showing that scarce research has been conducted on how these three main functions (value creation, strategic resources and corporate communication) affect a company's brand positioning strategy. The following

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research question thus is proposed: How do (Taiwanese pharmaceutical) companies use their corporate reputation to develop a brand image strategy? The research hypotheses based on three theories (value-based theory, resource-based theory and integrated marketing communication theory) appear in Chapter 3. The research question is constructed theoretically, and then a conceptual model, which begins with three antecedents of corporate reputation and simultaneously illustrates the outcomes of their use, are discussed. The construct of the uses of corporate reputation has three dimensions:

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value creation, strategic resources and corporate communication. Each of these three dimensions includes several items. The items were proposed based on the previous researchers' summaries and the qualitative interview. The researcher will then depict the proposed research conceptual framework and a number of hypotheses that will be further investigated and tested. Then the quantitative study was completed by providing the data analysis and the results were explained. A multi-stage procedure was involved in this research. First, data examination and screening to prepare for subsequent quantitative analyses

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and then the descriptive statistics were presented. Second, a reliability test was performed on measurement scales to ensure that they achieve an acceptable level of reliability for further analysis. The resulting solutions were then re-assessed using confirmatory factor analysis. Finally, PLS (Partial Least Squares) was used to test the hypothesized relationships between the research constructs as postulated in the conceptual model, and to assess the overall goodness-of-fit between the proposed model and the collected data set. The researcher then discusses the validation of the measurement

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model and the research findings. The findings are then further discussed in terms of the contribution to marketing theory and relevance to marketing managers. Then the items of adapted scales were subjected to several rounds of adjustments and were finally found to possess acceptable measurement properties. Reliability and construct validity tests indicated that all scales satisfied widely accepted criteria such as the minimum reliability of 0.7. The results of scale purification will be discussed. And an evaluation of the research hypotheses and their significance are summarized, the findings of all hypotheses testing will be

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reviewed and compared with previous research. According to the research findings, the hypotheses that value creation, as one dimension of corporate reputation, has a positive impact on brand segmentation, brand differentiation and brand positioning are all accepted. The hypotheses that strategic resource, as one dimension of corporate reputation, has a positive impact on brand segmentation and brand differentiation are rejected. However, the hypothesis that strategic resource, as one dimension of corporate reputation, has a positive impact on brand positioning is accepted. The hypotheses

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that corporate communication, as one dimension of corporate reputation, has a positive impact on brand segmentation and brand differentiation are both accepted. The hypothesis that corporate communication, as one dimension of corporate reputation, has a positive impact on brand positioning is partially supported. Finally, the hypothesis that the (see in Table 5.18) moderating effect of price policy on corporate reputation has a positive impact on brand image strategy is partially but negatively supported. This thesis makes a significant contribution to the study of corporate reputation of firms in the Taiwanese

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pharmaceutical industry from the robustness of the qualitative and quantitative data collection. Brands - corporate, products, service - today are collectively defined by their customers, deriving from personal experiences and word of mouth. This book acts as a forum for examining current and future trends in corporate branding, identity, image and reputation. Recognising the complexity and plurality at the heart of the corporate branding discipline, this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate (external) and organisation

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(internal) identity perspectives as they relate to brand management, corporate reputation, marketing communications, social media, smart technology, experiential and sensory marketing. It incorporates current thinking and developments by both multidisciplinary academics and practitioners, combining a comprehensive theoretical foundation with practical insights. The text will serve as an important resource for the marketing, identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas. It determines

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current practices and researches in diverse areas, regions and commercial and non-commercial sectors across the world. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands and stakeholders in different areas and regions of the world.

Reputation Management is a how-to guide for students and professionals, as well as CEOs and other business leaders. It rests on the premise that reputation can be measured, monitored, and managed. Organized by corporate

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communication units including media relations, employee communication, government relations, and investor relations, the book provides a field-tested guide to corporate reputation problems such as leaked memos, unfair treatment by the press, and negative rumors, and focuses on practical solutions. Each chapter is fleshed out with the real-world experience of the authors and contributors, who come from a wide range of professional corporate communication backgrounds. Updates to the third edition include: Global content has been incorporated and expanded throughout the book, rather than being

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restricted to only one chapter. Opening vignettes, examples, and case studies have been updated in each chapter. Additional case studies and examples with an international focus have been added.

Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company. Good reputations have been shown to help firms attain and sustain superior financial performance in their industry. This book outlines how high-status companies become corporate super brands, and it present managers with a framework to proactively

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enhance their corporation's desired reputation. While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement, this book provides a more expansive and realistic picture of what it takes to build a corporate super brand. One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change. Drawing on more than fifteen years of academic research, executive seminars, and consulting experience, Grahame

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Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company. He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation.

Identity, Image and Performance

Corporate Communications

Building Corporate Identity, Image and Reputation in the Digital Era

A Report on Stakeholder Perceptions and

Developing an Enhanced Brand Identity

Managing Corporate Communication

Revealing the Corporation

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In Corporate Branding in Facebook Fan Pages: Ideas for Improving Your Brand Value, the authors show how companies can improve their brand value by fostering their online corporate reputation.

Communication actions on Facebook fan pages are an important tool on the road to reputation.

Considering that reputation is essentially the long-term image of a brand, the book suggests strategies for improving this image in the short term by nurturing engagement with consumers. Word of mouth (WOM) is an important tool for creating and replicating the image of a trustworthy company, and

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these repeated images can result in a solid reputation or increased brand value. Also addressed is how company ' s strategies influence this process, and how online communication benefits from the integration of the manager ' s vision with communication policies.

What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young

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with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today 's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully

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engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed

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entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats. Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader ' s Guide" in the front matter groups related entries by broad areas. A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A

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General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader ' s Guide and Cross-References to provide thorough search-and-browse capabilities. Why should and how can organisations manage their reputations? All organisations, the executives who direct them, the employees who create value and their stakeholders who influence them, all interact and can impact corporate reputation. In a

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24/7 media environment, where even a tweet can shape impressions, the importance of reputation management has never been higher. Every single move, decision taken and each isolated event that involves a company or public figure, is scrutinised, documented and publicised globally, compounding the task of reputation managers. Just ask BP, Toyota or Tiger Woods.

Corporate Reputation Brand and
Communication Financial Times/Prentice Hall
Brand Communications in the Digital Age
Advances in Corporate Branding

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Creating Corporate Reputations : Identity, Image and Performance

Convention, Complexity and Critique

Raising the Corporate Umbrella

A European Perspective and its Implication for Public Relations Consultancies

This prestigious edited collection of articles from the Journal of Brand Management discusses the impact of research on our understanding of corporate brand characteristics and corporate brand management to date. A wide range of topics are covered, including franchise brand

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management, co-creation of corporate brands, alliance brands, the role of internal branding in the delivery of employee brand promise, and the expansion into new approaches. Advances in Corporate Branding is essential reading for those undertaking a PhD programme or by upper level students looking for rigorous academic material on the subject and for scholars and discerning practitioners, acting as 'advanced introductions'. A comprehensive and engaging textbook that helps in understanding the underlying concepts and real-life strategies of communication in modern day

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corporate set-ups. A non-exhaustive list of the functions of corporate communication involves identifying and segmenting stakeholders, promoting brand positioning, selecting appropriate channels of internal and external communication, and managing crisis and reputation, among others. This second revised edition of Corporate Communications: Principles and Practice—a well-accepted textbook designed for the students of mass communication, public relations and journalism—offers a fresh perspective into all basic and critical aspects of corporate communication. It

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incorporates the latest changes in governmental policies and industry trends in the country to aid students relate to the contemporary environment and become industry-ready. Key Features: · Incorporates the changes brought about by Companies Act 2013 (CSR practices), tax reforms by Government of India (GST in place of multiple indirect tax structure) and others · Includes citations from Encyclopedia on Corporate Reputation for global perspectives on issues. · New global and Indian case studies with points for discussion and analytical inputs

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Corporate Communication: A Marketing Viewpoint offers an overview of the framework, key concepts, strategies and techniques from a unique marketing perspective. While other textbooks are limited to a managerial or PR perspective, this book provides a complete, holistic overview of the many ways communication can add value to an organization. Step by step, this text introduces the main concepts of the field, including discipline and function frameworks, corporate identity, corporate and employer branding, corporate social responsibility, stakeholder management,

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storytelling, corporate associations, identification, commitment and acceptability. In order to help reinforce key learning points, grasp the essential facts and digest and retain information, the text offers a comprehensive pedagogy, including: chapter summaries; a list of key words and concepts; case studies and questions at the end of each chapter. Principles are illustrated through a wealth of real life examples, drawn from a variety of big, small, global and local companies such as BMW Group, Hidria, Lego, Mercator, Krka, Barilla, Domino's Pizza, Gorenje, Si Mobil, BP, Harley-

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Davidson and Coca-Cola. This exciting new textbook is essential reading for all professional corporate marketing and communication executives, as well as undergraduate and postgraduate students of marketing and public relations, not to mention managers who need a complete and accurate view of this increasingly important subject.

The book aims to give senior executives and communications professionals a guide to the importance of reputation (in terms of how positively or negatively an organisation is

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perceived by stakeholders such as employees, customers and members of the media), and inspire their thinking in managing reputation.

Managing corporate reputation

Contemporary Perspectives on Corporate Marketing Areas, arenas and approaches

Ideas for Improving Your Brand Value

Brand Anarchy

Consumer Empowerment

"Brands - corporate, products, service- today are collectively defined by their customers,, deriving from personal experiences and word-of-mouth. This book acts as a forum for

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examining current and future trends in corporate branding, identity, image and reputation. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands, and stakeholders in different areas and regions of the world"--

Since the first International Corporate Identity Group's symposium in 1994, the fields of corporate identity, corporate communications and corporate branding have become a focal point for scholars and managers alike. Recently, the term corporate marketing has incorporated a host of key corporate-level concepts, representing a new paradigm of thought. Contemplating Corporate Marketing, Identity and

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Communication is a collection of papers and extended abstracts from the 12th ICIG symposium, presenting a variety of perspectives with a view towards stimulating debate about the advances in corporate marketing, identity and communication. The contributions in this volume examine critically the development of the field and focus for future research in order to encourage cutting-edge scholarship along with practitioner insights. In a field characterized by paradoxes – unity and variety; integration and specialization – the aim is to integrate diverse practices to inspire a more sophisticated approach or theoretical framework. The papers in this volume are both challenging and distinctive.

Written specifically for students interested in knowing more

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about the organizational and management context of communications, and to get more hands-on learning, practical experience and skills to help them get off to a flying start in their career, this book is a guide to corporate communication that will help students and practitioners navigate the area, understand the main theories and put these into practice through examples and case studies. Academically grounded, it covers the key concepts, principles and models within corporate communication by bringing together academic knowledge and insights from the subject areas of management and communication. At the same time, it combines this academic base with a clear practical outlook – practical cases illustrate the theory and each chapter also focuses on models

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and exercises that equip students with practical expertise and skills. The international scope of the book, featuring cases from around the globe has been instrumental in its success and has now been used by nearly 20,000 students across over 50 different countries from New York to Helsinki, Tokyo to Rio de Janeiro for students studying Corporate Communication, Organizational Communication, PR and Marketing Communications and as an invaluable source for reflective practitioners. The new fourth edition has been revised and updated with new cases and covers developments in areas such as reputation management, leadership communication and CSR communication. It features: A new chapter on social media and increased coverage of new media in existing chapters New up-

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to-date material on emerging CSR standards, transnational governance and corporate citizenship Extended focus on media relations, internal communications and leadership and change communication New full-length and shorter international case studies Enhanced companion website material including new case studies and video material available on publication at www.sagepub.co.uk/cornelissen4e

Reputation is the sum of individual perceptions, experiences and beliefs in the mind of a company's stakeholder. Therefore, synchronous stakeholder communication and interaction has to respect the needs of all parties involved. Reputation management is the total of concepts, processes and structures that are directed towards the effective management of

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reputation within a company. It covers all activities to establish, preserve, improve and defend reputation systematically. Private banking is a highly sensitive and trust requiring business. A strong bank brand and a healthy reputation are its key success factors. Private banks concentrate on prosperous clientele; therefore, they know that the loss of the good name is one of the major business risks. Although the significant role of reputation in private banking is commonly clear, a systematic management of corporate reputation is rarely. This book investigates the current status of reputation management in private banking and identifies reputation drivers. Consequently, a survey on German private banks is being conducted. Based upon the findings, a structure for corporate reputation

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management under aspects of good corporate governance will be derived. Regarding corporate reputation management as a consulting product, opportunities for the consulting industry are presented in conclusion.

Corporate Reputation and Competitiveness

Contemplating Corporate Marketing, Identity and Communication

Contemplating Corporate Branding, Marketing and Communications in the 21st Century

Corporate Digital Communications

Public Relations, Branding and Authenticity

Powerful Proven Communication Strategies for Maximizing Value

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Increasing media scrutiny, global coverage and communication via the internet means corporate reputation can be damaged quickly, and failing to successfully address challenges to corporate reputation has consequences. Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed. According to Ernst & Young, the investment community believes up to 50 per cent of a company's value is intangible - based mostly on corporate reputation. So recognizing potential threats, or anticipating risks, emerges as a critical organizational competence. Organizations can regain lost

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reputations, but recovery takes a long time. Corporate Reputation contains both academic content along with practical contributions, developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery. It covers: why corporate reputation matters, the increase in reputation loss, threats to corporate reputation, monitoring reputation threats online and offline, the key role of leadership in reputation recovery, and making corporate reputation immune from threats. 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

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the contributors bring with them.

This lively and engaging new book addresses a topical and important area of study. Helping readers not only to understand, but also to apply, the most important theoretical notions on identity, identification, reputation and corporate branding, it illustrates how communicating with a company's key audience depends upon all of the company's internal and external communication. The authors, leading experts in this field, provide students of corporate communication with a research-based tool box to be used for effective corporate communications and creating a positive reputation. Essentials of Corporate

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Communication features original examples and vignettes, drawn from a variety of US, European and Asian companies with a proven record of successful corporate communication, thus offering readers best practice examples. Illustrations are drawn from such global companies as Virgin, IKEA, INVE and Lego. Presenting the most up-to-date content available it is a must-read for all those studying and working in this field.

A core text book for the CIM Qualification. With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's

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series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

4 Managing corporate reputation 2012
Brand and Communication

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Corporate Reputation, the Brand & the Bottom Line
The Key to Successful Public Relations and Corporate Communication

The Use of Corporate Reputation in the Development of Brand Image Strategy in the Taiwanese Pharmaceutical Industry

Implementing Practices for Effective Reputation Management

Corporate branding and communication is big business. Companies throughout the world invest millions in strategies which aim to reinvent their profile in subtle yet important ways. The investment must be working, but what is it being spent on, and

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how do these rebranding exercises work? Including contributions from academics and practitioners, this important collection unravels the complexities of this growing field of study. The text is split into three coherent sections, focusing in turn on identity, communication and reputation. Case studies are used throughout the book to illustrate important issues, such as the basic principles of visual communication, the importance of reaching both internal and external stakeholders, and the challenges faced by companies working in multi-cultural environments. This book brings clarity and new theoretical insights to an important aspect of

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modern business. It is an invaluable companion for all students, researchers and practitioners with an interest in marketing, communications and international business.

Public Relations, Branding and Authenticity: Brand Communications in the Digital Age explores the role of PR and branding in society by considering the notion of authentic communications within the context of an emerging digital media environment. This qualitative analysis explores the challenge of developing authentic brand narratives in the digital age, whilst questioning the problematic nature of authenticity itself. Case studies of public relations

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activity of successful brands, and those in crisis, are supplemented by interviews with senior public relations and branding practitioners. The book lays out three specific arguments. Firstly, a repositioning of the relationship between public relations and brand practice is explored. It is argued that public relations practitioners are well placed to facilitate brands in the digital age, because of the inherent acceptance of the value of relationship building, adaptation and boundary spanning embedded in PR practice and best practice theory. Secondly, the book introduces a new concept of riparian brands. Such brands are based on solid core values, but

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have an ability to atune, adjust and naturalise to the prevailing social, cultural and economic environment. Thirdly, the book presents an ontology of the riparian brand in the form of an authentic brand wheel and 15 real-time interaction success factors. Aimed at both academics and practitioners interested in the theoretical development of PR and its emerging relationship with branding, it will also be of interest to scholars of corporate communications, corporate reputation and branding. ?In four empirical studies, this cumulative work provides valuable insights for marketing executives of statutory health insurance funds and social media

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responsible. Paper I and II provide evidence about the importance and interplay of price and corporate reputation on the market of statutory health insurance. The second part changes perspective to corporate communication issues in the social media environment. By introducing the “social media brand value chain” paper III conducts a literature review of state of the art social media research. By means of a field experiment on Facebook, paper IV shows that brands do not necessarily have to communicate via their brand fan pages in a highly interactive and vivid way to positively influence attitudinal measures among their fan base.

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*** New global cases and candid comment from top executives**

A Guide to Theory and Practice

Corporate reputation

Reputation Management Techniques in Public Relations

Corporate Branding

Corporate Reputation and its Importance for Business Success

A Marketing Viewpoint

As the media landscape looks increasingly diverse and anarchic, individuals, organisations and governments should not waste time wondering whether they have lost control of

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their reputations. The simple fact is that they have never had control. The question is what they can do about it now, and what they need to consider for the future. The fragmentation of media and the rise of social media has brought brand and personal reputational risk into sharp focus like never before. Disaffected shareholders, customers and staff are voicing their opinions to a global internet audience. In a brand context, it's reputation anarchy. In *Brand Anarchy*, Steve Earl and Stephen Waddington draw on insight from opinion-makers and shapers such as Greg Dyke, Alastair Campbell, Mark Thompson and Seth Godin to explore how reputations can be better managed and the new challenges that the future of media may bring. This plain-speaking, shrewd book pulls no

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punches. It's a survival guide for anyone concerned what others think or say about them.

Corporate marketing and corporate communications are topics that have grown in scholarly and practical importance in these last decades. Fields such as branding, marketing communications and public relations have all contributed to this boost. Whilst there is a large amount of literature on each of these disciplines, there is little systematic development from the perspective of corporate marketing and corporate communication studies, although these two have the most to contribute to how companies manage their brands, image and corporate identities in the 21st Century. This book seeks to redress this balance and provide insights, via case studies or

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histories, on issues such as nation branding, managing multiple corporate identities during merger and acquisitions and establishing a company ' s CSR and green image. Scholars from various disciplines within the fields of public relations, branding, marketing and corporate identity have come together in Contemporary Perspectives on Corporate Marketing to offer the latest approaches and studies in these areas. As such, it will become a platform for developments in the field and serve as a respected reference resource for corporate marketing and corporate communication studies. This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management,

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crisis management, the use of logos and other aspects of corporate identity, and argues the case for reputation management as a way of overseeing long-term organizational strategy. It presents a new approach to managing reputation, one that relies on surveying customers and employees on their view of the corporate character and in harmonizing the values of both. This approach has been trialled in a number of organizations and here the authors demonstrate how improving reputation, merely by learning more about what a company is already doing, is worth some five per cent sales growth. The book is a vital, up to date resource for specialists in corporate communication, public relations, marketing, HRM, and business strategy as well as for all senior

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management. Highly illustrated with over eighty diagrams and tables, it includes up to the minute illustrative case studies and interviews with leading authorities in the field.

The field of corporate communications describes the practices organizations use to communicate as coherent corporate 'bodies'. Drawing on the metaphor of the body and on a variety of theories and disciplines the text challenges the idealized notion that organizations can and should communicate as unified wholes. The authors pose important questions such as: - Where does the central idea of corporate communications come from? - What are the underlying assumptions of most corporate communications practices? - What are the organizational and ethical challenges of

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attempting truly 'corporate' communication? Clearly written with international vignettes and executive briefings, this book shows that in a complex world the management of communication needs to embrace multiple opinions and voices. Rewarding readers with a deeper understanding of corporate communications, the text will be a 'must read' for advanced undergraduates, graduate students, and scholars, in the arenas of corporate communications, organizational communication, employee relations, marketing, public relations and corporate identity management. Practitioners in these areas will be provoked to re-examine their assumptions and habits.

Demystifying Corporate Branding
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CIM Post-grad Diploma

Perspectives on Identity, Image, Reputation, Corporate Branding, and Corporate-level Marketing : an Anthology

Corporate Communication through Social Media

The Future of Corporate Communications and Public Relations

Corporate Branding in Facebook Fan Pages

Inhaltsangabe: Abstract: Ignored for a long time, intangible assets are now gaining increased attention. In the last decade, especially in the United States, company managers recognized that intangible assets may provide companies with a more stable basis for competitive advantage than patents and technologies.

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Hence, companies started to invest in corporate Public Relations (PR) activities to communicate good corporate behaviour, gain good will and to improve the public perception of their corporate reputation. The main aim of this dissertation research project is to develop an understanding of the European perspective of corporate reputation and its management and importance for business success. Based on a literature review on the topic of marketing communications and PR, which comprises the first part of the dissertation, a questionnaire has been developed in order to examine expert opinions. The discussion on research methods can be found in the third chapter. Hosted by the PR

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consultancy Weber Shandwick Worldwide, the questionnaire has been sent to 700 of Europe's leading companies. Communication managers were asked for their opinions on the topic of corporate reputation and its importance for business success. The fourth chapter discusses and evaluates the results of the pan-European survey. The last part of the dissertation actually discusses the implications of findings for Weber Shandwick and its reputation management practice.

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Annotation Reputation is a strategic asset for all companies. Businesses with a good reputation are able to stand out, attracting the attention of investors and retaining the loyalty of customers and employees.

'Reputation' can be somewhat of a vague form, but this book provides measurement tools and models for rigorous management of a company's reputation.

Corporate communications are now hugely important in the success of companies and organisations. Using cases and examples from companies such as The Body Shop, Texaco, Johnson & Johnson, BP Oil & British

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Airways the authors introduce the framework necessary to analyse corporate communications strategies and provide clear practical guidelines for successful implementation. A must for anyone involved in corporate communications, public relations or public affairs, especially those working in multi-national or global organisations.

Corporate communication is an increasingly powerful strategic tool for connecting with a company's stakeholders. This book features contributions from leading international academics, combining a strong theoretical grounding and the latest research with a practical, managerial focus. Ideal for students and

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practitioners of corporate communications.

Corporate Communication

Facets of Corporate Identity, Communication and Reputation

A Cross-Cultural Approach

Managing Opportunities and Threats

Collection of Empirical Evidence

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FROM OTHER BOOKS? This book's original and innovative approach shows that the complex processes behind corporate branding aren't really so different from the techniques you use all the time in your everyday life. In this refreshing, wholly relatable guide, you'll see how your own experience can shed light on the ways brands go about developing identity and managing corporate reputation. This is not a guide to personal branding; it's a practical and enlightening analysis of how both companies and individuals develop and express their identity, based on life purpose, values, values, methods of

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communication, and the experience they deliver. By steadily drawing on real-life examples and everyday experience, this guide provides a clear-cut and still profound overview of the fundamentals of corporate branding in terms that anyone can grasp. WHO IS THIS BOOK INTENDED FOR? Demystifying Corporate Branding is perfect for professionals who are just getting started in the field, and anyone studying or working in communications, advertising, design, marketing, sales, human resources, corporate strategy or other business-related disciplines. More experienced branding

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professionals will come away with a fresh take on a standard topic and a new perspective on their work. This quick guidebook allows you to gain a solid understanding of the world of corporate branding without getting lost in the details. And it may very well show you that you actually know more about corporate branding than you think!

CONTENTS Brand Values and Purpose Brand Awareness Brand Visual Expression (Brand Identity Design) Brand Verbal Expression Tone of Voice Brand Consistency Brand Guidelines Marketing Channels Brand Experience Brand Reputation Brand Preference Brand Management

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Brand Protection Personal Brands Reputation Management Creativity in Communications

Ethical Principles in Branding Corporate Brand Management Disciplines This book could be, or should be, the very first book you read about branding. But it probably won't be the last. And, if it stirs a deep interest in you, and you find yourself growing passionate about branding, there is a lot more reading in store for you!

A strong corporate image has power in a competitive marketplace. Its influence on reputational value and customer decision-making is only now beginning to be understood. Interest

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in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways. For example, it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources. Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world. Existing books focus mainly on conceptual ideas and real-life examples. Corporate Branding: Areas, arenas

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and approaches is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries. An international range of leading scholars contribute their coverage across three clear themes: Area: geographical areas across the globe including the UK, USA, Europe and Asia; Arena: a variety of commercial and not-for-profit sectors, both B2B and B2C; Approach: methodological approaches to brand research design, including qualitative, quantitative, case studies, interpretivistic and social narrative. These three themes enable the reader to consider

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corporate branding from more perspectives and in more ways than any other corporate branding book. The result is an understanding of this strategically important, growing subject that cannot be found anywhere else. This book is an essential read for any branding student or interested professional.

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