

Corporate Diplomacy Reputations Relationships Stakeholders

Global Stakeholder Relationships Governance Reputation Management The SAGE Encyclopedia of Corporate Reputation The Handbook of Communication and Corporate Reputation Strategic Reputation Risk Management Stakeholder Thinking in Marketing Reputation Management Techniques in Public Relations Business Challenges in the Changing Economic Landscape - Vol. 2 Reputation Management and Family Business Corporate Reputation as Strategic Intangible Asset M. Falconi Sabrina Helm Craig E. Carroll Craig E. Carroll J. Larkin Michael Jay Polonsky Erdemir, Ayse Mehmet Huseyin Bilgin Zdzisław Dacko-Pikiewicz Diletta Vito

Global Stakeholder Relationships Governance Reputation Management The SAGE Encyclopedia of Corporate Reputation The Handbook of Communication and Corporate Reputation Strategic Reputation Risk Management Stakeholder Thinking in Marketing Reputation Management Techniques in Public Relations Business Challenges in the Changing Economic Landscape - Vol. 2 Reputation Management and Family Business Corporate Reputation as Strategic Intangible Asset *M. Falconi Sabrina Helm Craig E. Carroll Craig E. Carroll J. Larkin Michael Jay Polonsky Erdemir, Ayse Mehmet Huseyin Bilgin Zdzisław Dacko-Pikiewicz Diletta Vito*

by arguing and detailing the elements of a soft and hard infrastructure approach to the process of global stakeholder relationships governance this study integrates advanced flexible and feasible tools to develop an organization's listening culture integrated reporting as an ongoing process of continued multi stakeholder reporting

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 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

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 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 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 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 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

with the latest insights from the world of communication studies into the nature of corporate reputation this new addition to wiley blackwell s 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

reputation is a commercially valuable asset this book focuses upon how enhanced reputation can contribute to commercial asset management through increased share price premium and competitive performance while reputation loss can significantly erode the ability of the business to successfully retain market share maximise shareholder value raise finance manage debt and remain independent it provides practical models and checklists designed to plan reputation management and risk communication strategies

stakeholder thinking in marketing stakeholder thinking is becoming a core part of marketing as well as other business related disciplines a search of the business source primer database found that prior to 1995 there are 58 articles using the term stakeholder in their title and 27 academic marketing related articles

with stakeholder as a key term the interest in stakeholder theory has however grown rapidly between January 2000 and November 2004 there were 228 articles using stakeholder theory in the title and 140 academic marketing related journal articles that examined stakeholder issues in fact the American Marketing Association's 2004 new definition of marketing expressly incorporates our responsibility to consider how marketing activities impact stakeholders marketing is an organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders thus the AMA has recognised the core role of stakeholder thinking while there is an increased interest in stakeholder thinking in marketing an examination of the literature would seem to suggest that there is no unified view of how stakeholder thinking can be or should be integrated into theory or practice many of the stakeholder works marketing and in other disciplines still focus on the social and ethical impacts of stakeholders this may have been where much of stakeholder thinking initially gained its prominence but it is a broader strategic tool that can benefit a range of areas and was in fact the focus of Freeman's 1984 original work in the area this is not to suggest that the general strategic implications of stakeholder thinking are not being considered as an increasingly number of works are looking at stakeholder implications in regards to exchange networks relationship marketing and other issues related to strategy development the papers in this special issue have considered a range of varying perspectives including corporate social responsibility the impact of interacting with stakeholders relationship issues and broader discussions of stakeholder theory as a strategic tool these papers have taken a diverse range of perspectives including conceptual works case studies qualitative approaches and various empirical approaches to examining the issues of interest within various pieces the scope of papers included in the special as well as those not included identifies the breadth of relevance stakeholder thinking has for the application of all aspects of marketing theory and practice the question of how stakeholders and stakeholder theory can be considered in organisational activities and marketing theory is an issue that most certainly seems to warrant further consideration the works in this special issue have advanced this debate and identified some directions that could be considered stakeholder thinking is however not necessarily a paradigm shift in marketing thinking although some might believe it is but rather it broadens existing concepts such as relationship marketing network theory organisational social responsibility and other areas hopefully the papers presented in this special issue will encourage others to consider the inclusion of stakeholders into broader areas of marketing any special issue editor has to thank a range of people for assistance with developing the special issue I would like to thank Audrey Gilmore and David Carson editors of *EJM* for allowing the special issue to be developed their input through the process has been invaluable I would also like to thank the many authors of unsuccessful papers for submitting their work it was of course impossible to include all papers in the special issue but the breadth of coverage in regards to topics and geographic areas would seem to demonstrate the growing interest in stakeholder thinking within marketing lastly it is imperative that I thank the reviewers without their assistance the special issue would not have been possible the following people reviewed papers for the special issue Anupam Jaju Gorge Mason University Bill Kilbourn Clemson University Bob Heiser New Mexico State University Catherine Elder Eabode Visi Net Cathy L Hartman Utah State University David Waller University of Technology Sydney David Stewart Monash University Devashish

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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 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

this book is the second of the two volumes featuring selected articles from the 14th eurasia business and economics conference held in barcelona spain in october 2014 peer reviewed articles in this second volume present latest research findings and breakthroughs in the areas of general management human resource management marketing smes and entrepreneurship the contributors are both distinguished and young scholars from different parts of the world

corporate reputation is important in gaining long term competitive advantage and building company value thus the author points out the need to manage reputation which due to its complex nature and multidimensional character is a serious and difficult challenge the author develops a strategic model for family business reputation management the book presents the review systematization and synthesis of views on the notion of reputation and its role in building company value the determinants of reputation

the identification of the characteristics and distinguishing factors of family businesses areas of reputation building and resources involved in family business reputation building processes and the description of determinants components and processes in the field of corporate reputation management and the identification of key links between them it also identifies the key elements of the concept of family business reputation management and the relationship between them and practical recommendations for the use of reputation management concepts in improving the functioning of family businesses the developed model can undoubtedly be seen as a pioneering contribution to research into the competitiveness of enterprises the book will therefore be useful to researchers students and managers who are interested in decision making in family businesses entrepreneurship and small business management and leadership studies

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

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