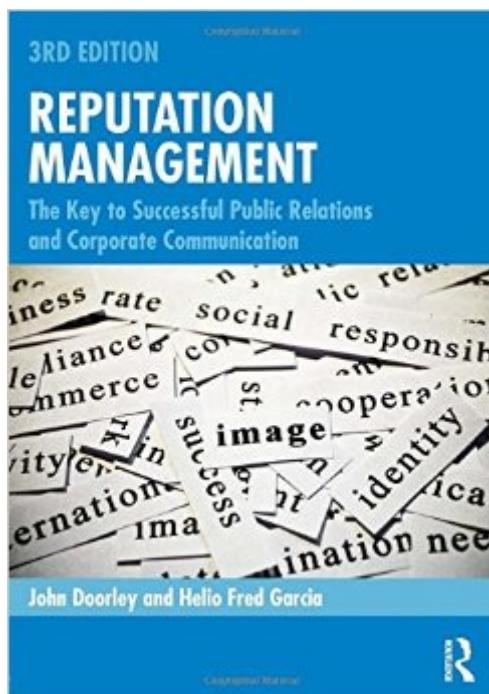


The book was found

Reputation Management: The Key To Successful Public Relations And Corporate Communication



Synopsis

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 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 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.

Book Information

Paperback: 442 pages

Publisher: Routledge; 3 edition (February 27, 2015)

Language: English

ISBN-10: 0415716284

ISBN-13: 978-0415716284

Product Dimensions: 7 x 1 x 10 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars (See all reviews) (1 customer review)

Best Sellers Rank: #93,136 in Books (See Top 100 in Books) #40 in Books > Business & Money > Marketing & Sales > Public Relations #71 in Books > Business & Money > Industries > Media & Communications #99 in Books > Textbooks > Communication & Journalism > Media Studies

Customer Reviews

Good textbook

[Download to continue reading...](#)

Reputation Management: The Key to Successful Public Relations and Corporate Communication

Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies

For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And

Practice) Strategic Public Relations Management: Planning and Managing Effective Communication

Campaigns (Routledge Communication Series) Dangerous Books For Girls: The Bad Reputation of Romance Novels, Explained Nora Roberts Key Trilogy CD Collection: Key of Light, Key of Knowledge, Key of Valor Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Mergers, Acquisitions, and Corporate Restructurings (Wiley Corporate F&A) Public Relations Writing and Media Techniques, Books a la Carte (8th Edition) Public Relations: Strategies and Tactics, Books a la Carte (11th Edition) Master Piano Chords By Key And Give Yourself A Big Advantage When Playing, Learning Or Writing Songs (What Chords Are In What Key And Why?) Corporate Value Creation: An Operations Framework for Nonfinancial Managers (Wiley Corporate F&A) Pharmaceuticals, Corporate Crime and Public Health Marriage: Save Your Marriage- The Secret to Intimacy and Communication Skills (marriage, relationships, save your marriage, divorce, love, communication, intimacy) Storytelling: A Storytelling System To Deliver Inspiring and Unforgettable Speeches (Presentation Tips, Public Speaking, Communication Skills) Technical Communication Today: Special Edition for Society for Technical Communication Foundation Certification, Books a la Carte Edition (5th Edition) The "How To" Grants Manual: Successful Grantseeking Techniques for Obtaining Public and Private Grants Pass Key to the ASVAB, 8th Edition (Pass Key to the Asvab (Barron's)) Key of Light (Key Trilogy) Public Interest Design Practice Guidebook: SEED Methodology, Case Studies, and Critical Issues (Public Interest Design Guidebooks) Public Finance and Public Policy

[Dmca](#)