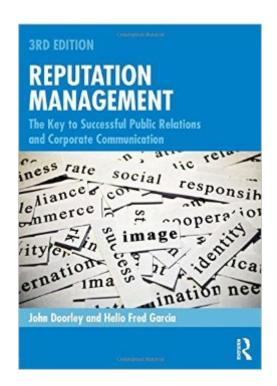
The book was found

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 Â 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
The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice
Strategic Public Relations Management: Planning and Managing Effective Communication
Campaigns (Routledge Communication Series) The Future of Excellence in Public Relations and

Communication Management: Challenges for the Next Generation (Routledge Communication Series) Corporate Finance: Corporate Finance Guide To Understanding Corporate Finance With Strategies For Business Owners For Utilizing Corporate Finance Including ... Finance Business, Theory And Practice) A Practitioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) A Practioner's Guide to Public Relations Research, Measurement and Evaluation (Public Relations Collection) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Nora Roberts Key Trilogy CD Collection: Key of Light, Key of Knowledge, Key of Valor Research Methods in Public Administration and Public Management: An Introduction (Routledge Masters in Public Management) Public Relations Writing: Form & Style (Wadsworth Series in Mass Communication and Journalism) Sport Public Relations -2nd Edition: Managing Stakeholder Communication Sport Public Relations: Managing Stakeholder Communication, Second Edition Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Governance, Risk Management, and Compliance: It Can't Happen to Us--Avoiding Corporate Disaster While Driving Success (Wiley Corporate F&A) Essentials Of Public Health Communication (Essential Public Health) Master The Mechanical Aptitude and Spatial Relations Test (Mechanical Aptitude and Spatial Relations Tests) Cases in Public Relations Management: The Rise of Social Media and Activism Barron's Mechanical Aptitude and Spatial Relations Test, 3rd Edition (Barron's Mechanical Aptitude & Spatial Relations Test) Essential Case Studies In Public Health: Putting Public Health into Practice (Essential Public Health)

<u>Dmca</u>