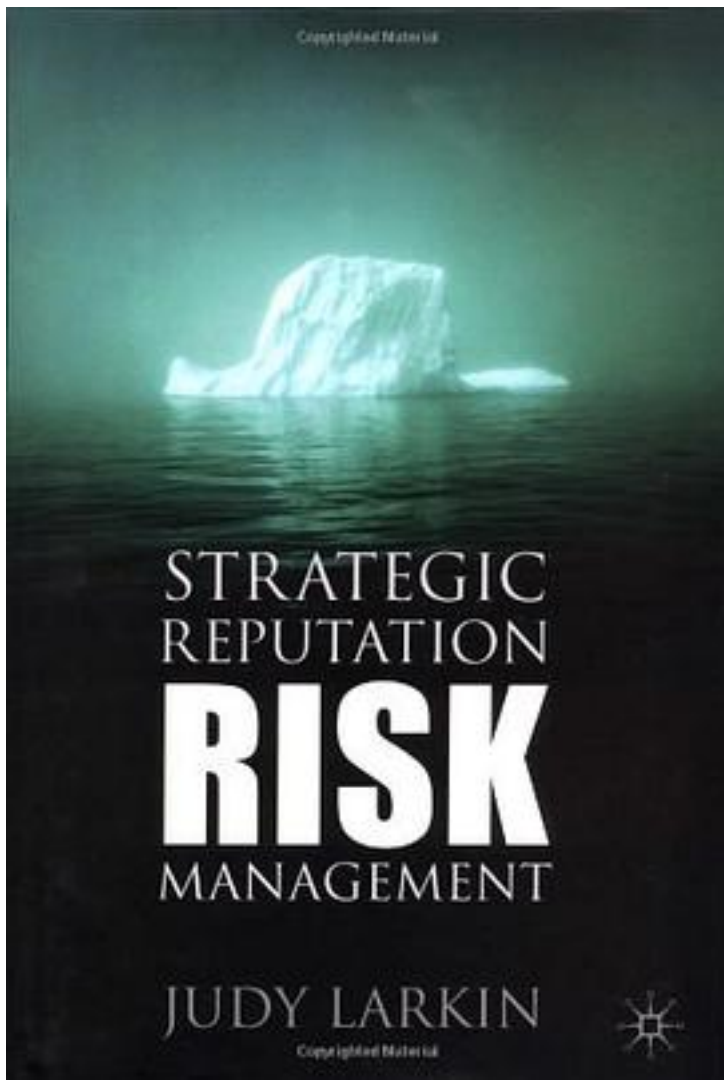


Strategic Reputation Risk Management



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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. It also looks at how reputation loss can significantly erode the ability of 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.

作者介绍:

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