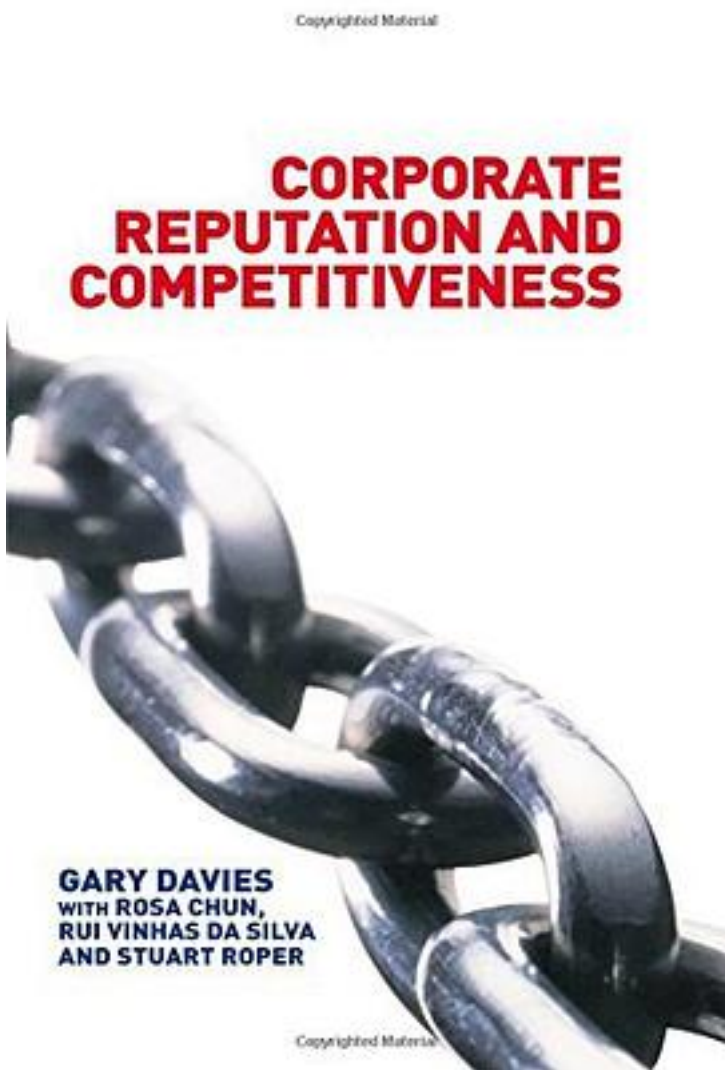


# Corporate Reputation and Competitiveness



[Corporate Reputation and Competitiveness\\_ 下载链接1](#)

著者:Rosa Chun

出版者:Routledge

出版时间:2002-10-3

装帧:Hardcover

isbn:9780415287432

This unique book written by four world leaders in reputation research, presents the latest cutting-edge thinking on organizational improvement. It covers media management, 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 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.

作者介绍:

目录:

[Corporate Reputation and Competitiveness\\_ 下载链接1](#)

标签

英文原版

商业

企业传播

sns

MKT

评论

居然没有标我导师的书

-----  
院长大人的书啊~~~~~也是考试利器~~

-----  
[Corporate Reputation and Competitiveness\\_ 下载链接1](#)

书评

-----  
[Corporate Reputation and Competitiveness\\_ 下载链接1](#)