

# Fame and Fortune



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Companies build reputations in the market place. Some do it well, others don't. Even well-managed, profitable, quality companies don't. The how and why of successful reputation building is what this book is about. What specific actions must companies take to build a positive reputation in the market place? How can a company measure the success of its attempts to build a positive reputation in the market place as well.

作者介绍:

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