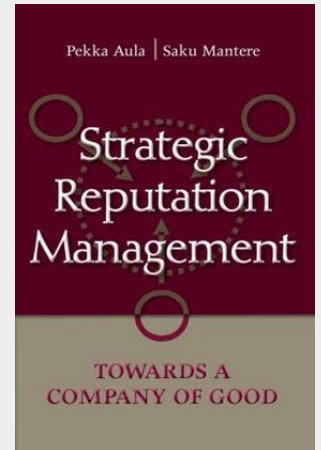


Strategic Reputation Management

Towards A Company of Good

Strategic Reputation Management examines the ways in which organizations achieve "goodness" through reputation, reputation management and reputation strategies. It presents a contemporary model of strategic reputation management, helping organizations and stakeholders to analyze the business environment as a communicative field of symbols and meanings in which the organization is built or destroyed. Authors Pekka Aula and Saku Mantere introduce the eight generic reputation strategies, through which organizations can organize their stakeholder relationships in various ways. They illustrate their arguments using real-world examples and studies, from the Finnish Ski Association to Philip Morris International. This book serves as required reading in advanced courses covering public relations practice, advanced topics in PR, corporate communication, management, and marketing. Professionals working in PR, business, management and marketing will also find much of interest in this volume.

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