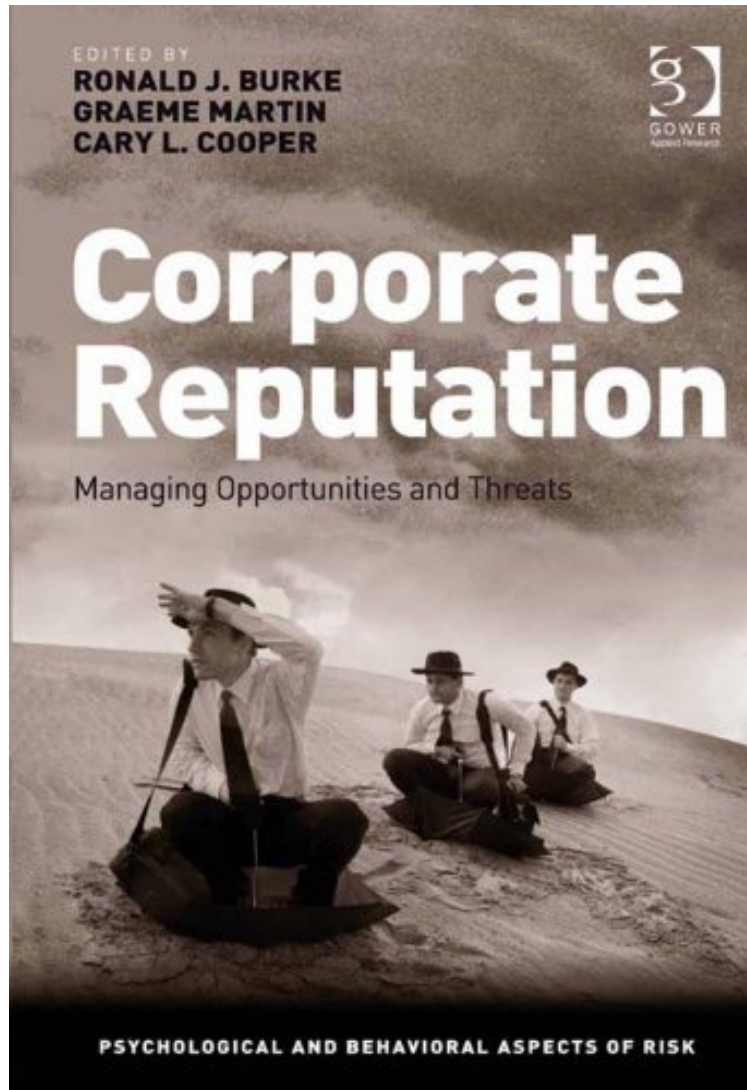


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Corporate Reputation: Managing Opportunities and Threats (Psychological and Behavioural Aspects of Risk)

Ronald J. Burke, Graeme Martin

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Ronald J. Burke, Graeme Martin : Corporate Reputation: Managing Opportunities and Threats (Psychological and Behavioural Aspects of Risk) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Reputation: Managing Opportunities and Threats (Psychological and Behavioural Aspects of Risk):

Increasing media scrutiny, global coverage and communication via the internet means corporate reputation can be damaged quickly, and failing to successfully address challenges to corporate reputation has consequences. Companies generally suffer almost ten times the financial loss from damaged reputations than from whatever fines may be imposed. According to Ernst Young, the investment community believes up to 50 per cent of a company's value is intangible - based mostly on corporate reputation. So recognizing potential threats, or anticipating risks, emerges as a critical organizational competence. Organizations can regain lost reputations, but recovery takes a long time. Corporate Reputation contains both academic content along with practical contributions, developed by those serving as consultants or working in organizations in the area of corporate reputation and its management or recovery. It covers: why corporate reputation matters, the increase in reputation loss, threats to corporate reputation, monitoring reputation threats online and offline, the key role of leadership in reputation recovery, and making corporate reputation immune from threats. Any book that is going to do justice to a subject that is so complex and intangible needs imagination, depth and range, and this is exactly what the contributors bring with them.

About the Author One of Canada's most prolific researchers, Professor Ronald J. Burke's work has focused on the relationship between the work environment and individual and organizational health. He was Founding Editor of the Canadian Journal of Administrative Sciences and has served on editorial boards of more than a dozen journals. He has served as Director of the PhD Program at Schulich School of Business, York University, Toronto, and as Associate Dean for Research. Professor Burke is Professor Emeritus of Organizational Behavior at Schulich. He has published over 500 journal articles and edited or co-edited 27 books. Professor Graeme Martin is Director of the Centre for Reputation Management through People, he teaches and holds visiting appointments in Sweden, the USA, Italy, Columbia and Australia, is a member of the scientific committee of IDRAC in Lyon, and has been instrumental in establishing a Centre for Employer Branding and Reputation Management at Peking University with the University of Glasgow. Graeme has consulted with a number of private and public sector organizations in the UK, Sweden and Australia and is a member of a Scottish Government advisory panel on public services reform and human capital. He is widely published, including 4 books, and is currently editing a series on Advanced Human Resource Management Practice. Cary L. Cooper, CBE, is Distinguished Professor of Organizational Psychology and Health, Lancaster University Management School, England. He is a prolific author and is a frequent contributor to the national media. He is Founding Editor of the Journal of Organizational Behavior and Editor in Chief of the medical journal Stress Health. He is past President of the British Academy of Management, a Companion of the Chartered Management Institute and a Fellow of the (American) Academy of Management. Professor Cooper is also the President of the Institute of Welfare Officers, President of ISMA, President of the British Association of Counselling and Psychotherapy, President of RELATE and Chair of the Academy of Social Sciences. In 2001, Cary was awarded a CBE by the Queen for his contribution to organizational health.