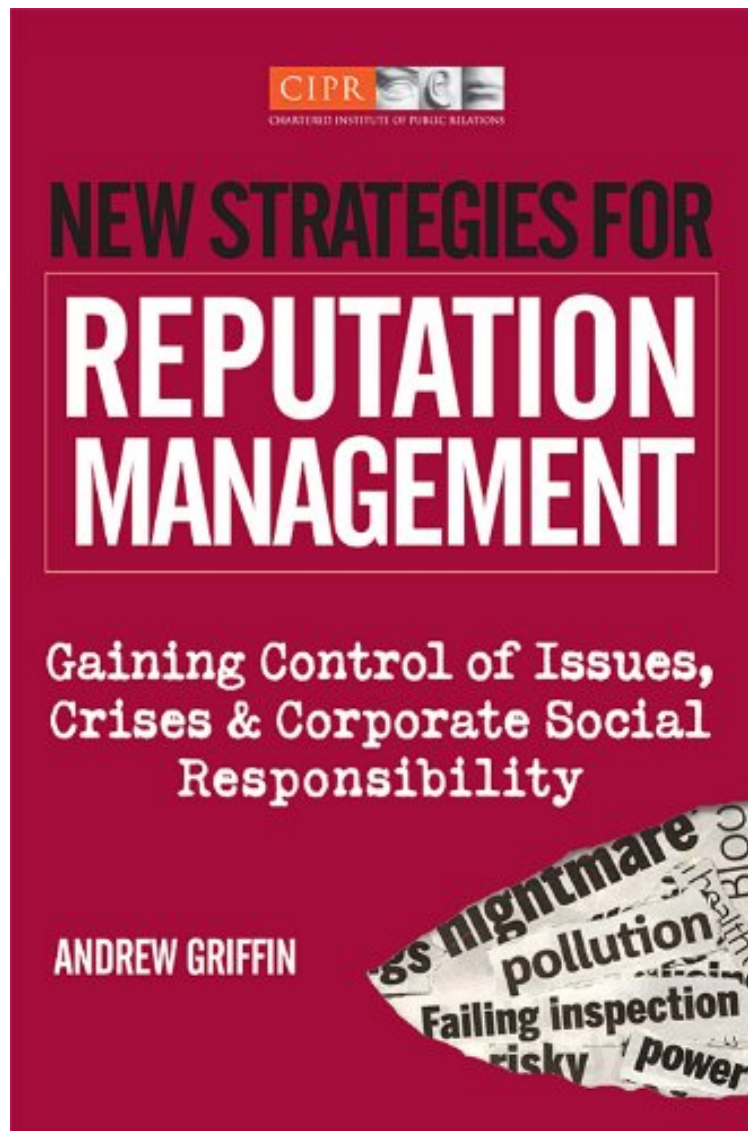


(Ebook pdf) New Strategies for Reputation Management: Gaining Control of Issues, Crises Corporate Social Responsibility

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Andrew Griffin

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Andrew Griffin : New Strategies for Reputation Management: Gaining Control of Issues, Crises Corporate Social Responsibility before purchasing it in order to gauge whether or not it would be worth my time, and all praised New Strategies for Reputation Management: Gaining Control of Issues, Crises Corporate Social Responsibility:

0 of 0 people found the following review helpful. A FRESH VIEW ON CORPORATE REPUTATION By Parky This is a timely text. It provides a fresh take on reputation management (RM) for organisations of all scales. It does this in a

number of ways that help clear a new conceptual space for RM that makes the whole sometimes fuzzy field easier to grasp. First, by placing issues and crisis management at either end of the same RM continuum, Griffin bundles these concerns in a way that assists organisations better focus their PR efforts. Second, Griffin provides an up-to-date view of how many major corporations are starting to say 'enough is enough' when it comes to the vocal negative minority dominating their agendas. Like Peter Finch in the movie "Network" where he cracks and yells "I'm as mad as hell, and I'm not going to take this anymore!" Griffin's case studies reveal how some big corporates are re-prioritising their issues and crisis management to focus first on those who care positively for the company rather than those who may (and invariably do) complain: which has been the MO in PR/community engagement for some time. Stand by to hear more corporates push back and be less acquiescent to the negative few while giving 'nearer and dearer' stakeholders greater priority. And while Griffin's text may not have sparked this trend, in my experience it's certainly under way. And this book is a good signpost to where that's heading. As a communications consultant working in this field I found Griffin's text to be an exciting up-date for this often misunderstood area of strategy. Indeed I trust it will help elevate the importance of communications strategy within any organisation concerned for its reputation.

David Parkparkyoungstrategy + communications[...]1 of 1 people found the following review helpful. A welcome counterweight

By J. P. ThulinI came across this book when doing some reading up on CSR so it is from this perspective that I will rate it. As everyone who has tried to get an overview of the literature in this field will tell you, it is flooded with books written by people with a PhD degree in business ethics (usually from a less than well known university) trying to cash in on the latest managerial hype by convincing people that this is the book they need to read in order to survive and thrive as a modern 21st century business. Typically, these books will begin by telling the story of how the corporate map has been redrawn in later years, how companies can no longer regard themselves as (yes, you know it's coming) 'isolated islands' and that it is the companies that learn to engage with their surroundings in a responsible and ethical way that are bound to prosper in the future. From here on, the authors will usually get right down to business and produce as many truisms and pointless models as they can out of concepts that you were already familiar with, although perhaps under slightly different names. Seen from this perspective, Griffin's book is a god send. Of course, the whole CSR hype has already been dismissed by the left as an elaborate form of greenwash, propagated by the consultant industry. What Griffin does in this book however is to produce an even more devastating critique of the whole business, but this time from a managerial perspective. Unlike your average second-rate academic, Griffin has actually had extensive personal experience of the issues he deals with, perhaps explaining his deep distrust of the whole CSR hype. Griffin's hands on, gritty and no-nonsense style of dealing with the many problems of CSR is a wonderful complement to this literature and which confirms, I suspect, what many people who have actually tried to implement these ideas in practice have already sensed. You don't have to agree with every point Griffin makes in this book; some of you are probably bound to find Griffin's view on the issue just a bit too cynical. On the other hand, when considering the gospel-like preaching methods coming from its proponents, I wonder if this is perhaps the kind of counterweight needed to restore some of the balance. For your own sake, read this book before jumping on the bandwagon of implementing an elaborate and resource consuming CSR strategy of your own. My guess is you will be more hesitant to do so once you've listened to what Griffin has to say.

0 of 0 people found the following review helpful. Clearly written book on reputation and issues management

By Rolf DobelliA person's reputation is his or her most valuable asset. This is also true of corporations. As author Andrew Griffin explains, a corporation's reputation is the result of how it manages social responsibility, crises and issues. Griffin notes that more corporations now acknowledge the importance of reputation, but few turn that awareness into anything tangible. Yet, unfortunately, when a firm's reputation goes bad, it is nearly impossible to fix. By defining the key terms involved in reputation management and providing specific examples, Griffin makes his points clearly. He delves into issues management and the benefits of being a good corporate citizen. getAbstract recommends this book to business communication professionals and other executives who want to learn how to shape the way the public regards their corporations.

Only 31% of people trust business leaders to tell the truth according to a survey conducted by the Institute of Business Ethics. A damaged reputation can have severe knock-on effects on the bottom line, and most corporates value their reputations accordingly. *New Strategies For Reputation Management* shows you how to take the initiative and ensure your company's reputation can withstand the major crises and unforeseen events which may try to engulf it. Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today's information age. With international case studies and hundreds of examples drawn from the author's extensive experience in the field, *New Strategies For Reputation Management* will demonstrate how you can deal effectively with unexpected crises, and what strategies you should be implementing to build your company's good reputation at other times.

"This book is written by a real expert who understands the public issues facing business very well. He writes in a lucid style and uses plenty of relevant examples. This text should be read by all those who manage or own companies - and indeed those who advise them." Luke Johnson, Founder, Risk Capital Partners and Chairman of Channel 4 Television

"Essential reading for all serious corporate communications practitioners." Rob Colmer, External Affairs Manager,

Shell Chemicals "Delving into a complex and uncertain area of communication, this insightful and thought-provoking book challenges many of the traditional beliefs about reputation management which are unsuited to the realities of the world of mass and almost-instant communication. A must-read for old hands and newcomers alike, it contains valuable lessons and guidance for all." Ivor M Godfrey-Davies, Head of Group Corporate Relations, HSBC Holdings Plc "In this challenging and thoughtful volume, Griffin advocates a 'call to change' which is definitely a better guide to most corporate travellers than the average SatNav!" Mike Love, Communications Director, BT Plc

About the Author Andrew Griffin is CEO of Register Larkin, a specialist reputation management firm providing high-level strategic advice and training on sensitive issues. He has worked extensively with global companies such as Shell, Sony, BT and Nestle.