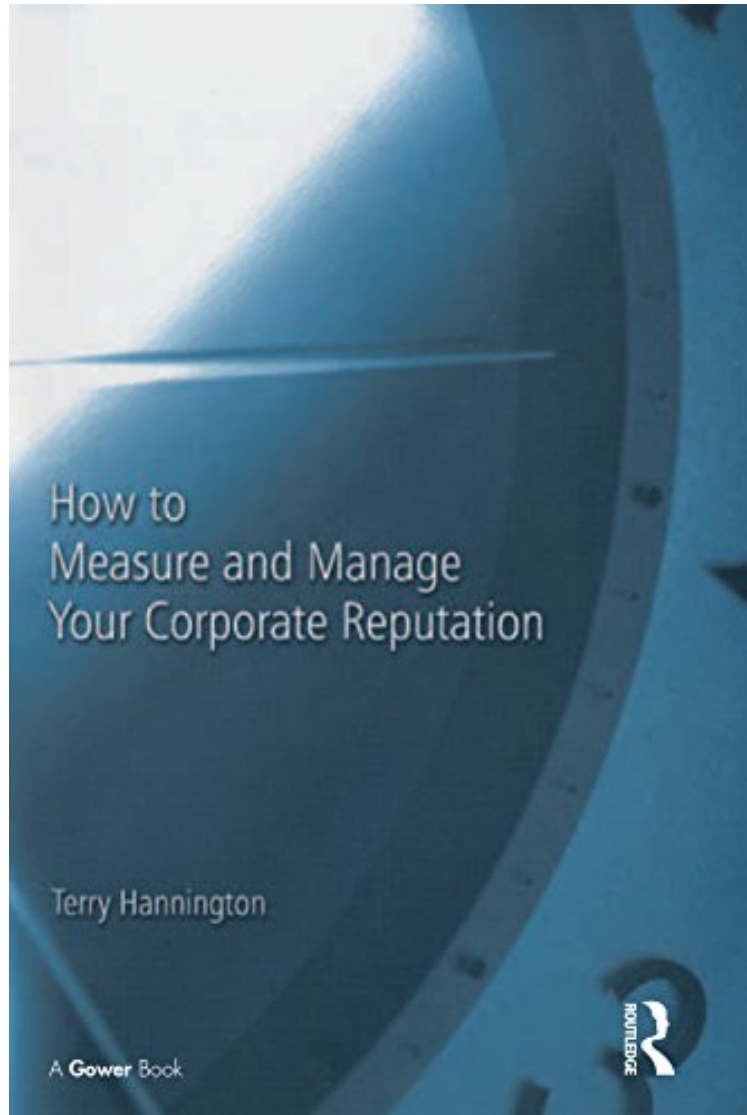


How to Measure and Manage Your Corporate Reputation

Terry Hannington

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Terry Hannington : How to Measure and Manage Your Corporate Reputation before purchasing it in order to gauge whether or not it would be worth my time, and all praised How to Measure and Manage Your Corporate Reputation:

The issue of brand has overshadowed that of reputation. It has been fashionable to re-brand, spend a lot of money on advertising and hope that you can leave your negative baggage behind. This strategy doesn't always work, witness Monday or Consignia, both victims of their 'infectious history'. Terry Hannington provides a blueprint for effectively

measuring and managing your reputation. That means understanding the difference between brand and reputation, the significance of the latter and how you get your reputation in the first place. This book shows you how to measure and understand stakeholder influence via reputation assessment research techniques and, once you have done that, how to build and manage a reputation management plan.

'This is a concise, well presented and highly focused volume that deals with an aspect of corporate identity that company executives ignore at their peril.' *Economic Outlook and Business* '...a very useful guide and tool to practitioners and managers concerned with corporate reputation, understanding stakeholders' influence and building a reputation management plan. It is an excellent read focusing on reputation and brand and the relationship between them. Individuals and organizations will benefit from the knowledge and hands-on experience presented in this book. This will help an organization generate and retain business opportunities by better managing previously unseen barriers. Many examples are given on how organizations spend on advertising to build brand awareness and values even before the organization started and the importance of setting up a number of management programmes to manage reputation, crises and stakeholders.' *The Electronic Journal*

About the Author Terry Hannington is a marketing consultant based in Sweden. His recent assignments have included assisting ITSMA, a US-based brand and marketing consultancy, acting as Managing Director to build a presence in Europe. Previous roles include Vice President of Marketing at Olivetti Ivrea Italy and Marketing Director EMEA at Diebold Inc., Paris France.