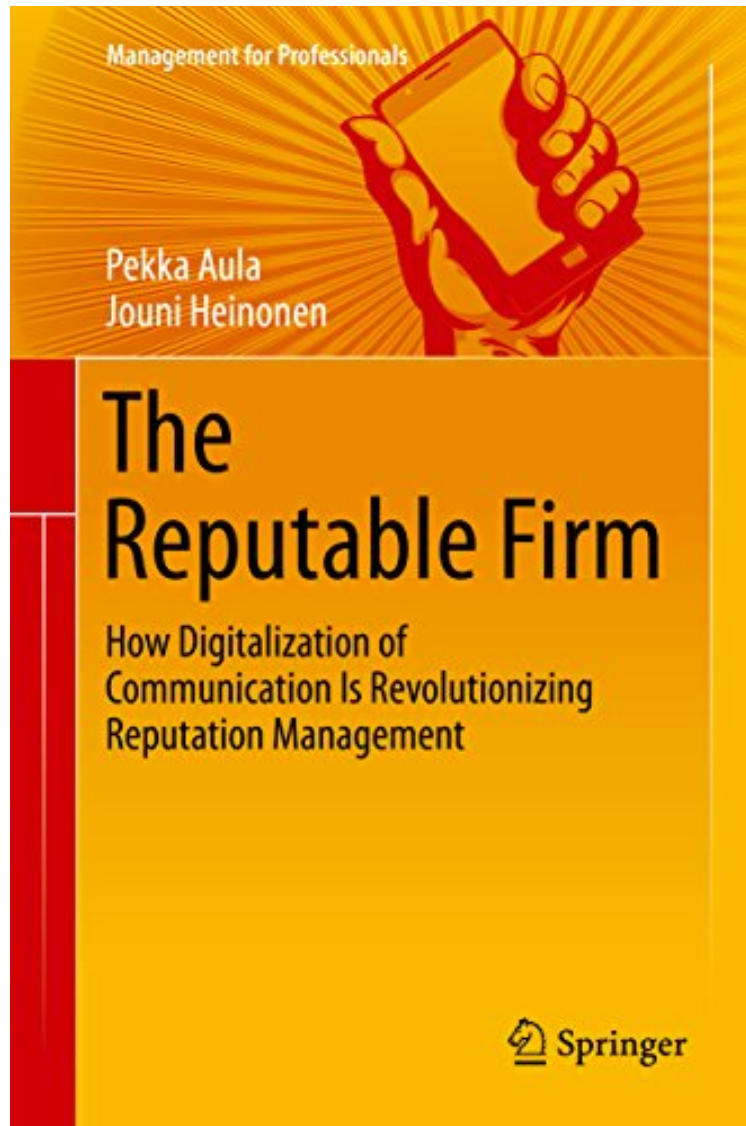


[Download pdf] The Reputable Firm: How Digitalization of Communication Is Revolutionizing Reputation Management (Management for Professionals)

# The Reputable Firm: How Digitalization of Communication Is Revolutionizing Reputation Management (Management for Professionals)

*Pekka Aula, Jouni Heinonen*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2720252 in eBooks 2015-10-19 2015-10-19 File Name: B016VXOH9Y | File size: 31.Mb

**Pekka Aula, Jouni Heinonen : The Reputable Firm: How Digitalization of Communication Is Revolutionizing Reputation Management (Management for Professionals)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reputable Firm: How Digitalization of Communication Is

## Revolutionizing Reputation Management (Management for Professionals):

This book revisits the concept of reputation, bringing it up to date with the era of social media and demonstrating the significance of a good reputation for making sustainable business. Using an easy-to-follow approach, the authors present all key aspects business leaders should know about reputation in the age of the communication revolution and clearly demonstrate how a good reputation can be a company's permit to do business, its raison d'être and a guarantor of trust.

**From the Back Cover** This book revisits the concept of reputation, bringing it up to date with the era of social media and demonstrating the significance of a good reputation for making sustainable business. Using an easy-to-follow approach, the authors present all key aspects business leaders should know about reputation in the age of the communication revolution, and clearly demonstrate how a good reputation can be a company's permit to do business, its raison d'être, and a guarantor of trust.

**About the Author** Pekka Aula is a professor in Communication at the University of Helsinki, Finland. He received his M.A. (1993) and doctorate (1999) in organizational communication from Helsinki University. Aula has conducted research and published in reputation, organizational communication, online communications, and complexity and chaos theories related to different organizational aspects. Aula has published and edited several award winning books as well as published articles in edited volumes and journals such as *Journal of Business Venturing*, *Public Relations*, and *Journal of Organizational Change*. Jouni Heinonen is one of the leading reputation management consultants in Europe. He has worked with international and local clients as a reputation and communication strategist for the last 15 years. Currently Jouni is Pohjoisranta Burson-Marsteller's CEO and member of the EMEA Leadership team. He is the author of three books about reputation management. Jouni has a Master's degree from the University of Helsinki, Faculty of Social Sciences, majoring in communications.