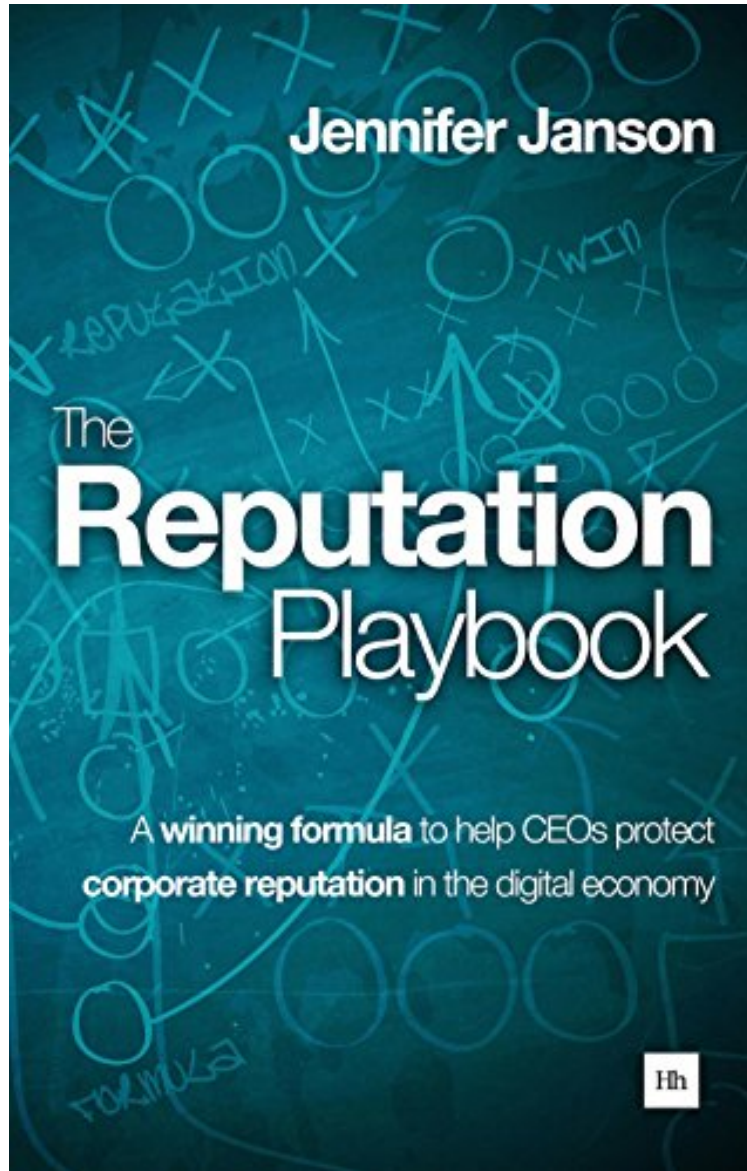


# The Reputation Playbook

Jennifer Janson

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**Jennifer Janson : The Reputation Playbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Reputation Playbook:

1 of 1 people found the following review helpful. Get this book. Stay home and read it. Do what it says. By Ted Matthews This is an important book for today, for any CEO, for every marketer. Ms Janson explains and defends that success is a strong Brand and your Brand is your reputation and reputation is everything in this social media world. There is no option, a Brand must participate actively, with a proud statement of 'why we exist', a clear strategy and a

ready plan of implementation- known and understood by every employee. Get this book, Read it. Do what it says. Your reputation and in turn your company, can thrive or might survive because of it. Ted Matthews Best Selling Author 'Brand: It Ain't the Logo.' 1 of 1 people found the following review helpful. Great book By Elizabeth This is a book with a great combination of actionable steps, case studies and theory. The author is from England and I liked that the examples were global. I have found a lot of books about social media are more marketing and US-focused which is difficult for me working in a very traditional, international company. It's well-written and easy to read. Highly recommend. 1 of 1 people found the following review helpful. A good read! By S.G. This was a very informative book.

Why do some companies have a seemingly flawless reputation while others constantly fight a losing battle? Maybe you've always kept social media at arm's length, but the thought of a crisis unfolding online keeps you awake at night. Or you are aware you should be giving clearer direction to your team in the area of reputation building, but aren't sure what to demand or what questions to ask. If so, then the Reputation Playbook is for you. The fundamental principles of reputation-building haven't changed for decades, but the advent of social media means transparency around how a business acts has. News, good or bad, now travels at internet speed, so to protect and enhance its reputation a business needs to be prepared to respond in real time, whether to customer interaction, news stories or operational errors. And as the leader of your business, the reputation buck stops with you. Your team expects, and needs, you to take the lead. You don't need to know the how when it comes to using social media, but you do need to know why it is critical that it's on your radar. So you won't find instructions on how to use the various social media platforms in the Reputation Playbook. You will find a lively and insightful examination of how social media affects corporate reputation-building, filled with practical advice and punctuated with real-life examples from the companies that are doing it right - and those that have got it wrong. Jennifer Janson has gathered data and thoughts from the world's leading thinkers on corporate reputation and also provides a framework for evaluating and mitigating your business' reputational risks. Most important, the Playbook tells you what questions to ask of those around you to ensure your business is building a strong reputation, and minimising the risk of reputational damage, long before a crisis arises. It is time to think about how your business reputation is affected by social media. All you need to get you started is the Reputation Playbook.

"This book is a must-read for any business leader looking to not only protect, but grow your corporate reputation in the digital world." -- Gary Lubner, CEO of Belron "The Reputation Playbook lays the foundation for a new strategy for looking at reputation management in this era of [...] social media." -- Charles Franklin, Small Biz Trends. "With as much as 30 per cent of company value tied up in reputation, it's far too important to be left to comms. Janson is clear that companies need a reputation-aware culture where every stakeholder knows "what you stand for and what your behaviours are" and is admirably clear on how to get there, how to measure it and how to fight a reputational crisis. This is a rich and rewarding book, and when even Ryanair wants to change its public face, it could hardly be more timely." -- People Management Magazine About the Author A Canadian who cut her communications teeth at one of the USA's biggest agencies, Jennifer Janson now owns and runs UK-based Six Degrees, a specialist reputation management agency serving the science, engineering and technology fields. She is a strategic communicator who has worked for the likes of ABB, Ericsson, Fidelity Growth Partners Europe Lexmark, Nexans, Skype and Vodafone over her 18-year career. Jennifer is passionate about all aspects of corporate reputation and has seen time and again the damage that can be done when the true value of reputation is ignored. Alongside running her business, Jennifer regularly gives guest lectures on reputation-related topics at University College London, Henley Business School and Buckinghamshire New University, as well at numerous events. She is a member of the UK's Business Superbrands Council 2015. In addition, Jennifer is a member of the EMEA board of the Entrepreneurs' Organization. She is an advisory board member for sustainability consulting start-up Vertigo Ventures and a mentor at start-up incubator Seedcamp. Having spent her formative childhood years in the country, Jennifer is a trustee of a South African charity called Afrika Tikkun, keeping her South African roots close to her heart. A mother to three children, she is still searching for that elusive work-life balance!