



Reputation Management: Building and Protecting Your Company's Profile in a Digital World (Key Concepts)

Bloomsbury Publishing

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Managing and understanding the value of an organization's reputation is essential in the digital age, where the slightest negative incident can go "viral" and quickly become a major PR containment exercise.

Reputation management is an integrated part of any organization's risk management plan, so this intangible yet vital asset has to be assessed, managed, and protected.

Reputation Management provides advice on how to define and value your organization's reputation and techniques for maintaining and protecting it from risks that may arise on a daily basis. This book also covers where the responsibility for reputation management lies, risk identification, governance aspects, and containment and mitigation of a negative event.

Aimed at the risk manager, corporate communicator, business strategist, auditor, and senior manager, *Reputation Management* covers:

- * The governance of reputation
- * Measuring and managing reputation
- * Managing and monitoring external perceptions
- * Reputation crisis management
- * Strategic planning and reputation
- * Reputation and investors

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