



# Reputation Management

By Gerry Griffin

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Reputation Management, Gerry Griffin, This title presents a fast track route to mastering all aspects of reputation management. It covers all the key techniques for successful reputation management, from understanding interest groups to communicating key messages, and from selecting the best channels to developing a tactical plan. It features examples and lessons from some of the world's most successful businesses, including Unilever, Bitor and Royal Dutch Shell. It includes a glossary of key concepts and a comprehensive resources guide. ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. ExpressExec is a perfect learning solution for people who need to master the latest business thinking and practice quickly.



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