



# Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others

By Dr. Nir Kossovsky

Apress. Paperback. Book Condition: New. This item is printed on demand. Paperback. 275 pages. There are fiduciary reasons why corporate directors would benefit from reading this book. There is also a personal benefit. The collapse of a companys reputation can stain the personal reputation of its directors. --George Miles, Member of the Board, AIG, EQT, Harley Davidson, HFF, and Wesco. Acompany that takes a hit to its reputationBP after the Gulf oil spill, Barclays after fiddling LIBOR, News Corp after the phone hacking scandalenters a world of grief: market value falls along withemployee morale, regulatory scrutiny increases, and customers defect and boycott. Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Othersshows how a companys reputation is created and how reputational value impacts corporate P and L and the personal finances of its many stakeholders. Better yet, it shows what you can do to profit from, increase, protect, monitor, evaluate, restore, and even insure reputational value. If your job, bonus, options, salary, or investmentsdepend on the stock price of a public companyor on the sales, profitability, or value of a private companyyou need to read this book to understand the concrete steps you can take to...



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