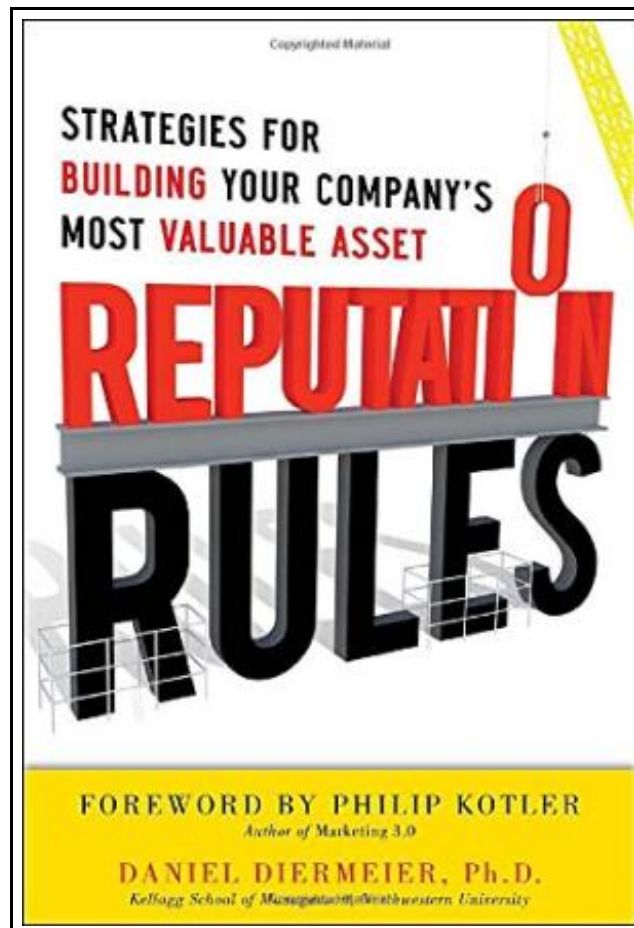


Reputation Rules: Strategies for Building Your Company's Most Valuable Asset



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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.

(Alfreda Bradtke)

REPUTATION RULES: STRATEGIES FOR BUILDING YOUR COMPANYS MOST VALUABLE ASSET



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McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.1in. x 6.0in. x 1.2in. Leverage your companys most important asset! Diermeier draws on extensive research and illustrates these insights with rich case studies from a variety of industries. He shows how to integrate reputation management deeply into the culture and structure of companies. I expect Reputation Rules to set the standard for years to come. Philip Kotler, S. C. Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University Reputation Rules provides a sixth sense for both reputational risks and opportunities. I highly recommend the book. Samuel Allen, Chairman and Chief Executive Officer, Deere and Company Diermeier provides important insights for managing reputation and turning challenges into opportunities. The lessons will become an essential component of a managers repertoire. David Baron, David S. and Ann M. Barlow Professor of Political Economy and Strategy, Emeritus, Stanford Graduate School of Business Reputation Rules breaks new ground in what has until now been an elusive challenge for companies and consultants alike. An exquisite compendium of navigational tools. . . . This is a game-changing book to be sure. Harlan A. Loeb, Executive Vice President, Director of U. S. Crisis and Issues Management, Edelman Daniel Diermeier has continuously caught the attention of the business world with insightful and compelling facts that should once again challenge our thinking and actions. In todays fast-changing business environment, values and reputation are the foundation, and Daniel presents sound reasoning and experience as to why they are so important. Jeff Stratton, Executive Vice President and Chief Restaurant Officer, McDonalds Corporation Any examination of how much-loved companies can forfeit peoples affections needs to start with the realisation of how few much-loved companies there are. Businesses are more often the villains, as Daniel Diermeier of Northwestern Universitys Kellogg...



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