

《REPUTATION RULES: STRATEGIES FOR BUILDING (ISBN=9780071763745)》

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内容简介

In our lightning-fast digital age, a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year companies such as BP, Goldman Sachs, and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture.

There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr. Daniel Diermeier. An award-winning professor at the Kellogg School of Management, Northwestern University, Dr. Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story.

作者简介

Daniel Diermeier, Ph.D., is the IBM Professor of Regulation and Competitive Practice and director of the Ford Motor Company Center for Global Citizenship at the Kellogg School of Management, Northwestern University. He has served as an advisor to leading companies, including Accenture, Cargill, Johnson & Johnson, Kraft, McDonald's, and Shell. He is also a senior advisor to the FBI. In 2007, Dr. Diermeier won the Faculty Pioneer Award from the Aspen Institute, named the "Oscar of Business Schools" by the Financial Times.

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