



New Strategies for Reputation Management: Gaining Control of Issues, Crises & Corporate Social Responsibility

Andrew Griffin

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Only 31% of people trust business leaders to tell the truth according to a survey conducted by the Institute of Business Ethics. A damaged reputation can have severe knock-on effects on the bottom line, and most corporates value their reputations accordingly. *New Strategies For Reputation Management* shows you how to take the initiative and ensure your company's reputation can withstand the major crises and unforeseen events which may try to engulf it.

Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today's information age. With international case studies and hundreds of examples drawn from the author's extensive experience in the field, *New Strategies For Reputation Management* will demonstrate how you can deal effectively with unexpected crises, and what strategies you should be implementing to build your company's good reputation at other times.

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