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Creating Corporate Reputations

Grahame Dowling

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Creating Corporate Reputations Grahame Dowling
Recent research suggests that corporate reputations are a valuable strategic asset for every company. This book outlines how high-status companies become corporate super brands and it presents managers with a framework to proactively enhance their corporation's desired reputation. Drawing on more than fifteen years of research, executive seminars, and consulting experience, Dowling emphasizes the roles that customer value and organizational culture play in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change.

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