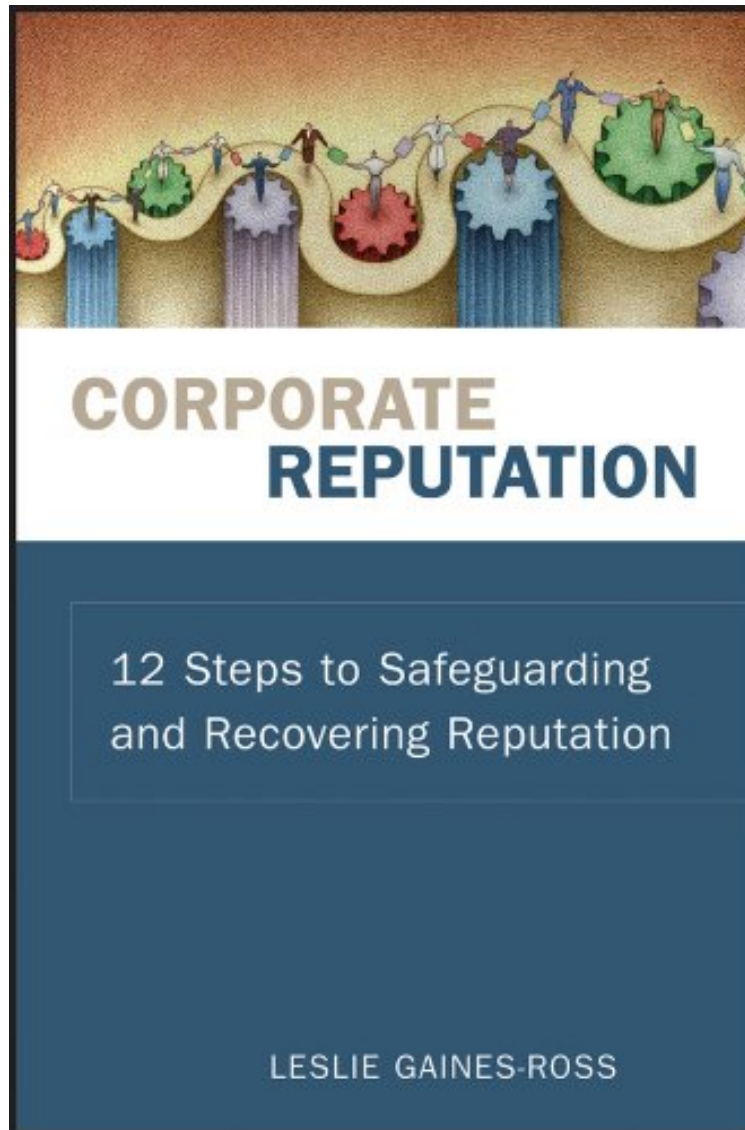


[DOWNLOAD] Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation

# Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation

*Leslie Gaines-Ross*

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**Leslie Gaines-Ross : Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation:

0 of 0 people found the following review helpful. an easy but informative read By JCorrine This book was purchased for class. Clear, straight to the point, an easy but informative read. Gives sound advice for reputation management and recovery. Also the author's positions are supported with well known case studies. Gaines-Ross is a trustworthy source

for those seeking information on crisis management. She gives critical feedback that I trust is beneficial for public relations practitioners and corporate leaders. However, the information is somewhat broad and not as specific as other texts such as the Ten Commandments of Crisis Management.

0 of 0 people found the following review helpful.  
Efficient Guide to Complex Topic  
By George Elliott  
From a 25-year career of counseling corporate leaders, researching and writing on corporate reputation, Leslie Gaines-Ross has synthesized her findings into just 12 steps and shared them with us in "Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation." It's still a big job for any company, but her book provides a helpful guide.

0 of 0 people found the following review helpful. The proper care, feeding and protection of a reputation  
By Rebecca Clement  
Most leaders recognize the critically important role that reputation plays in the long-term success of an organization. If you don't believe that statement then perhaps you should consider the names of the following companies: Enron; Worldcom; Arthur Anderson; AIG; Firestone - each of these organizations experienced major crises and each tried to recover. Some succeeded and some failed. In her book Corporate Reputation, Dr. Leslie Gaines-Ross examines the spectrum of reputation addressing everything from negative reputation triggers; early warning signals to crises; avoidance tactics as well as how to restore and nurture a positive image. Soundview recommends this book because the author offers a thoughtful, prescriptive approach to reputation recovery. She presents a 12-step procedure that's segmented into four stages or categories, which capture the most important aspects of recovering what was lost of a battered and beaten reputation. If your organization has not yet experienced a major crisis this book can help you minimize the fallout. It also provides immediate tactics for companies already embroiled in controversy to help you stop your organization's reputation slide into oblivion. Don't wait until your company is in dire straits, read this book straight away!

Praise For Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation "In a sea of business books, Corporate Reputation is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment. It delivers a message that's provocative, insightful, and needs to be heard."

—Heidi Henkel Sinclair, Director of Communications, Bill Melinda Gates Foundation "Every CEO, senior executive, and, increasingly, board member now appreciates the importance of building and protecting a company's reputation. Anyone who depends upon or shapes a company's reputation—customers, employees, news media, NGOs, and bloggers—will benefit from reading Dr. Gaines-Ross's book and will learn more about the influence they wield over corporate reputations."

—Dr. Robert G. Eccles, Senior Lecturer, Harvard Business School "At a time when companies are facing unprecedented reputation crises comes a timely primer from Dr. Gaines-Ross that tells us what companies need to do to bring their reputations back from the brink. The book's 12-step reputation recovery model captures what we know about effective crisis management, and brings the process to life with a host of detailed case examples. It's right on the mark!"

—Dr. Charles Fombrun, CEO, Reputation Institute "Finally, a book that clearly, realistically, and compellingly explains how companies of all types and sizes can protect and restore an invaluable company asset—corporate reputation. Brilliant insights and practical solutions leap from each page! A definite must-read for business professionals everywhere."

—Anthony Sardella, CEO, Evolve24 and Adjunct Professor at the Olin School of Business, Washington University in St. Louis

"The book is an easy read—which is tough to do when talking about reputation management, trust me I know—and, as the title suggests, the repair process is divided up into 12 different steps." (marketingpilgrim.com, April 3, 2008)

From the Inside Flap  
Corporate Reputation 12 Steps to Safeguarding and Recovering Reputation We all know reputation matters. But what do you do if your company should lose its reputation? Would you know the distress signals to look for before crisis strikes? Would you know how to begin to restore a damaged reputation and build an enduring and lasting one? Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation does more than show you how to manage a crisis immediately after an incident, disaster or disclosure. It guides you along the long road back to recovering your company's lost reputation, and preserving its organization and culture. Written by Dr. Leslie Gaines-Ross, one of the world's most widely acclaimed experts on CEO and corporate reputation, this pioneering work takes you through a 12-step reputation recovery model that any company can customize and apply to rebuild and restore its good name—and prevent it from being tarnished in the first place. Recognizing the tangible value and good-will created by a company's reputation, Corporate Reputation: Explains why reputation, more fragile than ever, matters to a company's valuation, well-being, and permission to exist Isolates a new stage—reputation recovery—that deserves its rightful place in the reputation-building process Identifies the most important steps in recovering reputation Explores the roles that corporate leaders play in reputation recovery and sustainability Provides a practical, time-tested road map for restoring reputation over the long-term Losing money is a setback for a company, but losing reputation is a major blow. Corporate Reputation shows how you can keep your reputation strong by rallying the support of employees, consumers, investors, and other key stakeholders, so that your company's most competitive asset remains alive and well.

From the Back Cover  
Praise For Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation "In a sea of business books, Corporate Reputation is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment. It delivers a message that's

provocative, insightful, and needs to be heard." —Heidi Henkel Sinclair, Director of Communications, Bill Melinda Gates Foundation "Every CEO, senior executive, and, increasingly, board member now appreciates the importance of building and protecting a company's reputation. Anyone who depends upon or shapes a company's reputation—customers, employees, news media, NGOs, and bloggers—will benefit from reading Dr. Gaines-Ross's book and will learn more about the influence they wield over corporate reputations." —Dr. Robert G. Eccles, Senior Lecturer, Harvard Business School "At a time when companies are facing unprecedented reputation crises comes a timely primer from Dr. Gaines-Ross that tells us what companies need to do to bring their reputations back from the brink. The book's 12-step reputation recovery model captures what we know about effective crisis management, and brings the process to life with a host of detailed case examples. It's right on the mark!" —Dr. Charles Fombrun, CEO, Reputation Institute "Finally, a book that clearly, realistically, and compellingly explains how companies of all types and sizes can protect and restore an invaluable company asset—corporate reputation. Brilliant insights and practical solutions leap from each page! A definite must-read for business professionals everywhere." —Anthony Sardella, CEO, Evolve24 and Adjunct Professor at the Olin School of Business, Washington University in St. Louis