

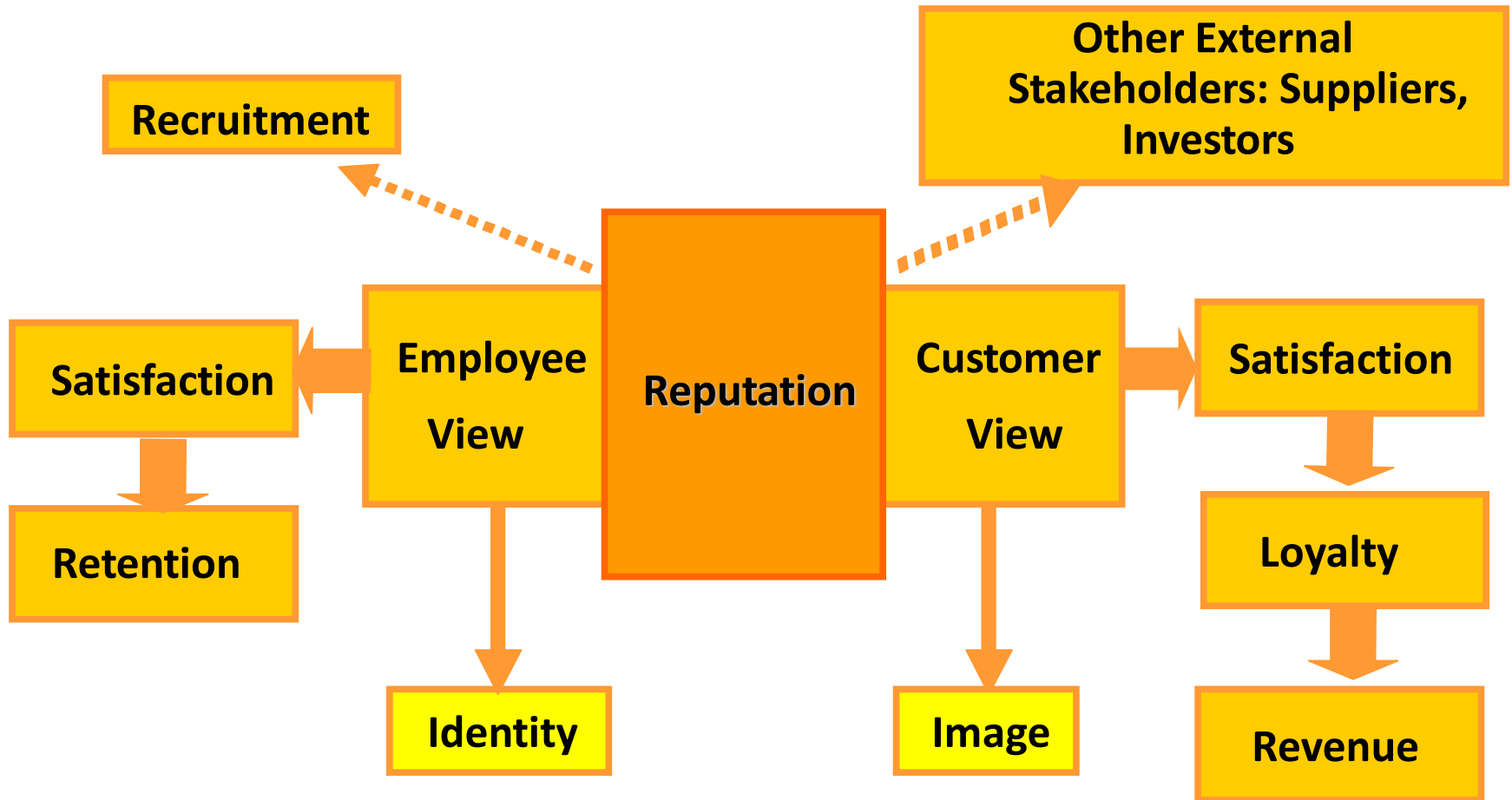
CORPORATE REPUTATION: BASIC CONCEPTS

Source: Davies et al. (2003), *Corporate Reputation and Competitiveness*, Routledge, New York.

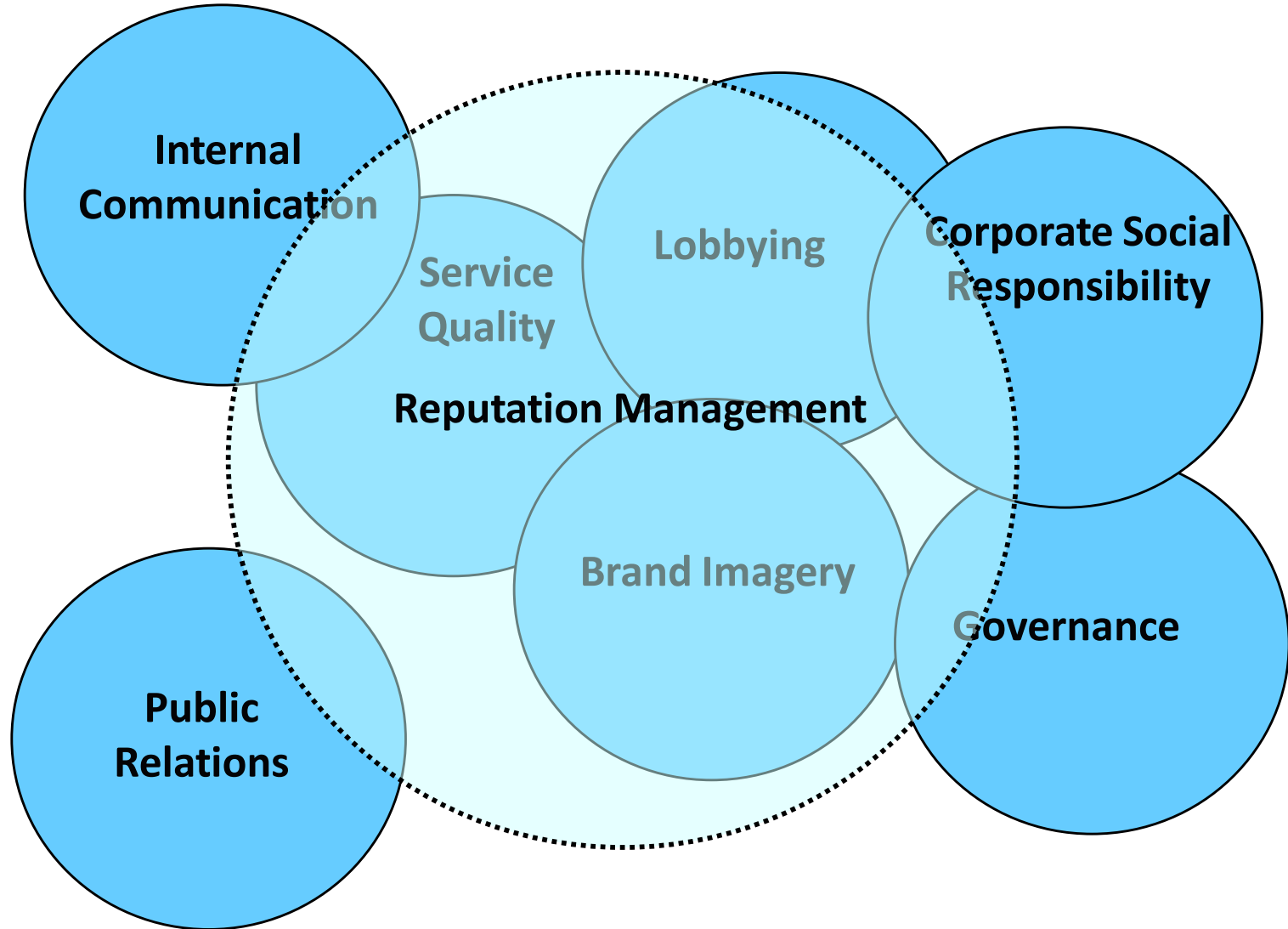
WHAT IS CORPORATE REPUTATION?

- ✓ The result of the interaction of all the experiences, impressions, beliefs, feelings and knowledge that people have about a company.

THE CORPORATE REPUTATION CHAIN



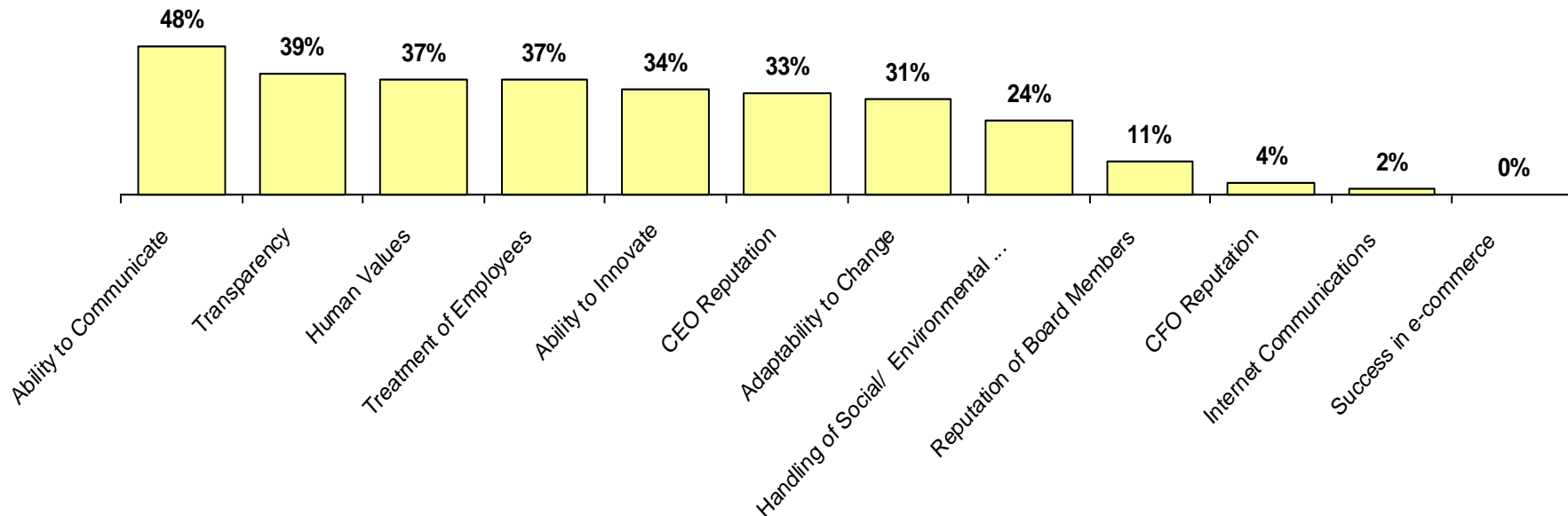
REPUTATION MANAGEMENT



INTERNAL ASPECTS OF COMPANIES AFFECTING REPUTATION

- n CEOs overall identify the ability to communicate (48%) as the internal aspect of their company most influential on corporate reputation (excluding financial performance). Transparency (39%), human values (37%) and treatment of employees (37%) are also among the top three
- n European and Asian CEOs place great weight on transparency (41% and 53% respectively)
- n North American business leaders cite the treatment of employees as the top internal driver of reputation (52%)

Percent of Time Among Top-3



TYPES OF REPUTATION CRISES

Social	ENRON	WORLD TRADE CENTER BOMBINGS
Technical	CHERNOBYL	KATRINA HURRICANE
	Internal	External

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