

# Organisational Reputation And Culture

**Florinda Matos**

**The SAGE Encyclopedia of Corporate Reputation** Craig E. Carroll, 2016-05-31 What creates corporate reputations and how should organizations respond? Corporate reputation is a growing research field in disciplines as diverse as communication, management, marketing, industrial and organizational psychology, and sociology. As a formal area of academic study, it is relatively young with roots in the 1980s and the emergence of specialized reputation rankings for industries, products/services, and performance dimensions and for regions. Such rankings resulted in competition between organizations and the alignment of organizational activities to qualify and improve standings in the rankings. In addition, today's changing stakeholder expectations, the growth of advocacy, demand for more disclosures and greater transparency, and globalized, mediatized environments create new challenges, pitfalls, and opportunities for organizations. Successfully engaging, dealing with, and working through reputational challenges requires an understanding of options and tools for organizational decision-making and stakeholder engagement. For the first time, the vast and important field of corporate reputation is explored in the format of an encyclopedic reference. The SAGE Encyclopedia of Corporate Reputation comprehensively overviews concepts and techniques for identifying, building, measuring, monitoring, evaluating, maintaining, valuing, living up to and/or changing corporate reputations. Key features include: 300 signed entries are organized in A-to-Z fashion in 2 volumes available in a choice of electronic or print formats Entries conclude with Cross-References and Further Readings to guide students to in-depth resources. Although organized A-to-Z, a thematic "Reader's Guide" in the front matter groups related entries by broad areas A Chronology provides historical perspective on the development of corporate reputation as a discrete field of study. A Resource Guide in the back matter lists classic books, key journals, associations, websites, and selected degree programs of relevance to corporate reputation. A General Bibliography will be accompanied by visual maps noting the relationships between the various disciplines touching upon corporate reputation studies. The work concludes with a comprehensive Index, which—in the electronic version—combines with the Reader's Guide and Cross-References to provide thorough search-and-browse capabilities

*The Handbook of Communication and Corporate Reputation* Craig E. Carroll, 2015-06-22 With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the

benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

*ECMLG 2022 18th European Conference on Management, Leadership and Governance* Florinda Matos,2022-11-10

**Trust and Brand Management** Hanna Górska-Warsewicz,2024-12-23 Trust and Brand Management covers the main topics of heritage-based corporate brand management and its relationship to external factors and performance. The benefits for readers of this book lie in several aspects: knowledge of corporate brand management, brand heritage and related concepts, theoretical and practical foundations of brand management and brand heritage, and empirically supported research on the relationship among brand heritage, brand management practices, antecedents, and outcomes of heritage-based corporate brand management. This book consists of two parts. The first part provides a literature review and theoretical and practical background on brand heritage, its antecedents and outcomes, brand management approaches, and heritage-based corporate brand management. The second part presents the results of an empirical study as structural equation modeling to establish the relationship among brand heritage, corporate brand management practices, antecedents (brand history, culture, identity, and authenticity), and outcomes of heritage-based corporate brand management (brand trust, brand equity, and performance). In addition, the book includes 31 case studies of well-known heritage brands presenting their history, marketing communications, development, and positioning strategies. The benefit for managers is the presentation of terms and specific tools related to corporate brand management in the market and customer outcomes.

**Public Relations** Chiara Valentini,2021-02-08 What is public relations? What do public relations professionals do? And what are the theoretical underpinnings that drive the discipline? This handbook provides an up-to-date overview of one of the most contested communication professions. The volume is structured to take readers on a journey to explore both the profession and the discipline of public relations. It introduces key concepts, models, and theories, as well as new theorizing efforts undertaken in recent years. Bringing together scholars from various parts of the world and from very different theoretical and disciplinary traditions, this handbook presents readers with a great diversity of perspectives in the field.

*Company Culture For Dummies* Mike Ganino,2018-04-16 Make a difference with company culture Organizations around the world are looking for the “secret sauce” to create strong company cultures—and this book lets you in on what you can do to share the same culture that drives places like Google, Southwest, and Wegman’s to succeed. Inside, expert author on corporate culture Mike Ganino distills company culture down to the four core elements that you need to consider when making any business decision. Packed with real-world examples and practical approaches to help you build a culture that drives performance, increases bottom line results, and creates brands that people talk about and remember, this is the book

you'll want to keep close by as you create your own unique culture. Implement and manage cultural change effectively Apply key principles to achieve organizational goals See how new technologies influence organizations Retain employees and attract new talent With this helpful guide, you'll boost your company's culture in no time!

**Corporate Reputation** John Smythe, Colette Dorward, Jerome Reback, 1992 This book takes a look at an area which many companies neglect, but which is crucial to survival and success. This is the reputation of the firm - the way in which it is perceived by customers and clients, who, as research shows, are influenced by what they see as good or bad corporate behaviour.

**Organizational Culture and Reputation - Vectors in Shaping Successful Retail Brand Value** Dan-Cristian Dabija, 2013 In order to shape the customers' image about a retailer, a retail brand or a retail format, the retail company may appeal, in addition to the marketing tools, to the corporate culture (the company's own perspective) and the company's reputation (how the company is perceived by the public). Corporate reputation plays an essential role in impressing a retailer's image on the customers' mind and provides input into the company's successful positioning on the market. Using the structural equation modeling, the present paper investigates how reputation contributes to the elucidation of the behavior exhibited by the customers of super- and hypermarkets, specialized and proximity stores, and highlights their potential reaction to the preferred retail brand. The results reveal management implications that are useful to the retail enterprise in understanding its customers and in strengthening its position on the market and in the customers' mind.

**Hbr's 10 Must Reads on Building a Great Culture** Harvard Business Review, Adam Grant, Jon R. Katzenbach, Boris Groysberg, Erin Meyer, 2020-02-11 You can change your company's culture. Organizational culture often feels like something that has a life of its own. But leaders are the stewards of a company's culture and have the power to shape and even change it. If you read nothing else on building a better organizational culture, read these 10 articles. We've combed through hundreds of Harvard Business Review articles and selected the most important ones to help you identify where your culture can be improved, communicate change, and anticipate and address implementation challenges. This book will inspire you to: See what your company culture is currently like--and what it could be Explore your company's emotional culture Gather input on what needs to be fixed or initiated Improve collaboration Foster a culture of trust Articulate the new culture's mission, values, and expectations Deal with resistance and roadblocks This collection of articles includes The Leader's Guide to Corporate Culture, by Boris Groysberg, Jeremiah Lee, Jesse Price, and J. Yo-Jud Cheng; Manage Your Emotional Culture, by Sigal Barsade and Olivia A. O'Neill; The Neuroscience of Trust, by Paul J. Zak; Creating a Purpose-Driven Organization, by Robert E. Quinn and Anjan V. Thakor; Creating the Best Workplace on Earth, by Rob Goffee and Gareth Jones; Cultural Change That Sticks, by Jon R. Katzenbach, Ilona Steffen, and Caroline Kronley; How to Build a Culture of Originality, by Adam Grant; When Culture Doesn't Translate, by Erin Meyer; Culture Is Not the Culprit, by Jay W. Lorsch and Emily Gandhi;

Conquering a Culture of Indecision, by Ram Charan; and Radical Change, the Quiet Way, by Debra E. Meyerson.

eBook Essential Skills for Business PERLITZ,2023-04-13 This new title from McGraw Hill is a course in a book for TAFES and RTOs delivering the Certificate III in Business (BSB 30120). It offers a complete solution, with a textbook or ebook option, complimentary Instructor Resources and a separate Assessment Package. The text is completely up-to-date for the Training Package and follows a unit by unit approach which is easy to follow. Language used is student-friendly and the design is appealing and full of visuals and diagrams to aid understanding. Key Features Chapters mapped to UOC for ease of use Comprehensive coverage of 6 core units and 15 of the most popular Electives A separate suite of Assessment Tools in word format for you to edit and contextualise to your needs Written by leading expert and trainer Lee Perlitz

**Advanced Mechanical Design** Wen Zhe Chen,Pin Qiang Dai,Yong Lu Chen,Qian Ting Wang,Zheng Yi Jiang,2012-02-27 Selected, peer reviewed papers from the 3rd international Conference on Manufacturing Science and Engineering (ICMSE 2012), March 27-29, 2012, Xiamen, China

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**Managing Change Across Corporate Cultures** Alfons Trompenaars,Fons Trompenaars,Peter Prud'Homme,2004 Managing Change Across Corporate Cultures peels away the mysteries of corporate culture to reveal why it has such a powerful influence on every aspect of the performance of a business. It shows how to shape high-performing corporate cultures in a complex international environment. As the natural successor to Fons Trompenaars and Charles Hampden-Turner's landmark bestseller, *Riding the Waves of Culture*, Managing Change Across Corporate Cultures shows exactly how to create an environment where astonishing business breakthroughs are possible. You will also learn how to renew cultures as part of change and how to integrate cultures successfully following mergers, acquisitions and joint ventures. New research shows that in cross-border business, differences in corporate culture have more far-reaching repercussions than even differences in national cultures. Never before has there been such enormous interest in shaping and changing the

cultures of our businesses, whether to revitalise them after restructuring or to provide the glue that holds them together through the sea changes of globalization.

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