



Reputation Marketing: Building And Sustaining Your Organization's Greatest Asset: Building And Sustaining Your Organization's Greatest Asset

Joseph Marconi

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In a study conducted by *PR Week*, more than 85 percent of CEOs said that effective management of a corporation's reputation is critical to its market value. *Reputation Marketing* reveals steps marketers can take to shape, nurture, and protect their reputations. With case studies from companies such as Ford, Firestone, and Levi's, it provides in-depth coverage of subjects including the role of research in building reputation, use of new media resources to further a reputation, proven strategies for improving a "bad" reputation, and more.

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