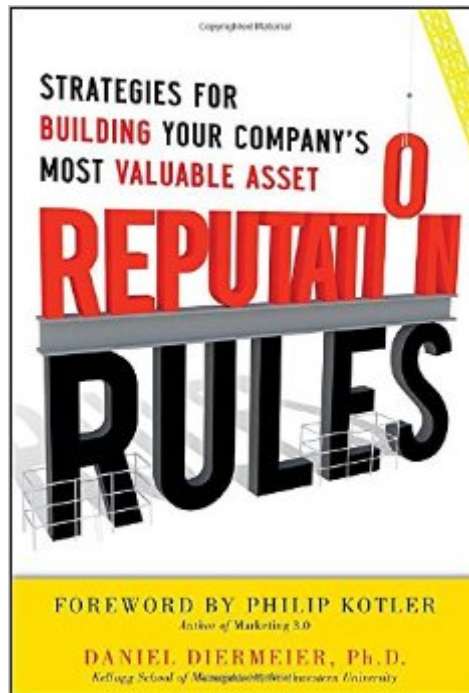


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# Reputation Rules: Strategies For Building Your Company's Most Valuable Asset



## Synopsis

Leverage your company's most important asset! Daniel Diermeier draws on extensive research and illustrates these insights with rich case studies from a variety of industries. He shows how to integrate reputation management deeply into the culture and structure of companies. I expect Reputation Rules to set the standard for years to come.

- Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "Reputation Rules [provides a] sixth sense for both reputational risks and opportunities. I highly recommend the book."
- Samuel Allen, Chairman and Chief Executive Officer, Deere & Company "Diermeier provides important insights for managing reputation and turning challenges into opportunities. The lessons will become an essential component of a manager's repertoire."
- David Baron, David S. and Ann M. Barlow Professor of Political Economy and Strategy, Emeritus, Stanford Graduate School of Business "Reputation Rules breaks new ground in what has until now been an elusive challenge for companies and consultants alike. An exquisite compendium of navigational tools. . . . This is a game-changing book to be sure."
- Harlan A. Loeb, Executive Vice President, Director of U.S. Crisis and Issues Management, Edelman "Daniel Diermeier has continuously caught the attention of the business world with insightful and compelling facts that should once again challenge our thinking and actions. In today's fast-changing business environment, values and reputation are the foundation, and Daniel presents sound reasoning and experience as to why they are so important."
- Jeff Stratton, Executive Vice President and Chief Restaurant Officer, McDonald's Corporation "Any examination of how much-loved companies can forfeit people's affections needs to start with the realisation of how few much-loved companies there are. Businesses are more often the villains, as Daniel Diermeier of Northwestern University's Kellogg management school points out in his insightful new book Reputation Rules."
- Michael Skapinker, Financial Times About the Book: In our lightning-fast digital age, a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year companies such as BP, Goldman Sachs, and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture. There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr. Daniel Diermeier. An award-winning professor at the Kellogg School of Management, Northwestern University, Dr. Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story.

Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you. He touches on all of the reputational issues that need to be managed from a strategic level, describing how to: Overcome direct challenges from influential activist and political forces Manage corporate scandals, including executive compensation Use external, seemingly unrelated events to boost reputation Build a reputation management process into everyday operations In addition, Dr. Diermeier provides case studies of Shell's confrontation with Greenpeace, Mercedes's recovery from the Moose crisis, AIG's executive bonus fallout, Wal-Mart's reputation-building response to Hurricane Katrina, and numerous other scenarios illustrating what works and what doesn't when it comes to reputation management. Brimming with keen insights and lucid examples, Reputation Rules is a guidepost for your organization's future and a salve for crisis management.

## Book Information

Hardcover: 320 pages

Publisher: McGraw-Hill Education; 1 edition (May 12, 2011)

Language: English

ISBN-10: 0071763740

ISBN-13: 978-0071763745

Product Dimensions: 6.4 x 1.1 x 9 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars See all reviews (12 customer reviews)

Best Sellers Rank: #209,437 in Books (See Top 100 in Books) #100 in Books > Business & Money > Marketing & Sales > Public Relations #329 in Books > Business & Money > Finance > Corporate Finance #1036 in Books > Business & Money > Skills > Communications

## Customer Reviews

If you own a company and are concerned about your company's most valuable asset, its reputation, then get this book. Dr. Diermeier has written a thoroughly researched and documented work that covers every aspect of reputation management. After running the CEO Perspective Program at the Kellogg School of Management for seven years, he found that CEO's across the board focus on two issues in their business. The first is "People", and the second (to the author's surprise) is "Reputation". This book gives readers the tools to understand their reputation and manage it well. The first chapter is the best chapter. Through many different examples, the author walks you

through dealing with a crisis, managing your reputation in a shorter news cycle, and growing your trust radar. Each issue is critically important for companies big and small in today's environment. This chapter provides a firm foundation for the rest of the book. The second chapter has a great section on changing your company from a villain (the default mode for virtually all companies) into a hero. The fourth chapter deals with the issue of outrage and a reputation crisis. Very helpful information on the differences between a company's perspective on a business decision and the public perspective. The eighth chapter has some good advice on building a team to manage your reputation, especially for larger companies. The conclusion has one of the best pieces of advice in the book, and it's also the shortest chapter. Really great insight into "the expert trap", almost worth buying the book for this part by itself. This is a book worth reading, but it's not without its drawbacks. First, it is very dense for a book that is less than 300 pages.

It is no coincidence that on Fortune magazine's annual lists of companies that are most highly regarded and considered the best to work for, many of the same companies appear each year. Their reputations are well-deserved and have been hard-earned one human interaction at a time. Those employed by Ritz-Carlton, The Container Store, Nordstrom's, Apple, Google, Southwest Airlines, and Procter & Gamble are expected to personify their company's core values in both their attitude and behavior, especially during all of their interactions with customers, to be sure, but also with each other. The companies on which Diermeier focuses offer compelling examples of how a company's reputation, its "most valuable asset," can be enriched and enhanced over several decades (e.g. Calgene, Prudential Insurance,) and then, in some instances, severely tarnished (if not ruined) in only a few days or even hours (e.g. Monsanto and Shell UK). Given the rapid and extensive emergence of social media in recent years, the need for a reputation management program is even greater now than ever before. The program that Diermeier introduces in this book is based on his more than ten years of real-world experience with all manner of organizations as well as his analysis of the results of countless formal research studies. The core principles of the program he has formulated (and explained thoroughly in this book) serve as the foundation for the strategies he proposes. He cites dozens of mini-case studies of situations in which a reputation was at risk. He explains what worked, what didn't, and why.

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