

The 18 Immutable Laws of Corporate Reputation: Creating, Protecting, and Repairing Your Most Valuable Asset (A Wall Street Journal Book)

Ronald J. Alsop

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Veteran journalist Ron Alsop recounts numerous tales from household names such as Starbucks, McDonalds, Coca-Cola and Microsoft in this illuminating study of that vital element of doing business corporate reputation. With 85 per cent of companies interviewed believing that reputation can have a major impact on business performance, this book shows you the benefits of a good reputation and the consequences of a bad one as well as how to measure reputation and nurture a good one. Alsop provides 18 laws, drawn from years of experience, covering every aspect of corporate reputation. He shows you how to: identify the most likely threats to your company; use the Internet as a tool to control perceptions; strike the best compromise between gratuitous publicity and spreading the word about good deeds. This book is not only ideal for business executives, but also for anyone eager to know more about the companies they deal with, or whose products they buy.



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