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Reputation management must be coordinated with the traditional corporate functions of marketing, finance, human resources, communications, and operations, and it must inform relations with all the company's stakeholders: customers, employees, investors, regional and federal governments, and the public at large."--Book jacket.

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The article reviews the book "Reputation: Realizing Value from the Corporate Image" by Charles J. Fombrun.

Reputation: Realizing Value from the Corporate Image ...

@article{Grund1996ReputationRV, title={Reputation: Realizing Value from the Corporate Image}, author={Nancy E. Grund}, journal={Academy of Management Perspectives}, year={1996}, volume={10}, pages={99-101} } Nancy E. Grund Published 1996 Economics Academy of Management Perspectives The article ...

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Reputation : realizing value from the corporate image in ...

Reputation examines how companies in a variety of industries, such as international fashion, investment banking, packaged goods, and even U.S. business schools, compete for prestige and achieve celebrity.

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Reputation also affects company market value. Fombrun calls this "Reputational Capital" (the value of reputation + the goodwill caused by a solid reputation). The market reacts to changes in corporate reputation by decreasing or increasing this Reputational Capital and the company's market value varies accordingly.

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corporations, Charles Fombrun's new book, Reputation: Realizing Value from the Corporate Image, is a strong reminder of the benefits of a good reputation, the most valuable intangible asset a company holds. It comes as no surprise that those companies that act as good corporate

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