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

By Daniel Diermeier

McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.1in. x 6.0in. x 1.2in. Leverage your company's most important asset! 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 and 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 and 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...



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