

**Fame & Fortune:
How Successful
Companies Build
Winning Reputations**

*CHARLES J. FOMBRUN
CEES B.M. VAN RIEL*

PEARSON EDUCATION, INC.

Winning Reputations

J Spring



Winning Reputations:

Fame & Fortune Charles J. Fombrun, C. B. M. van Riel, 2004 Companies with strong reputations are better able to attract customers investors and quality employees and to survive crises that would destroy weaker firms Fame and Fortune shows how to quantitatively measure your company's reputation estimate its business value and systematically enhance it over both the short and long term First you'll learn how to benchmark your firm's reputation against key rivals in six key areas ranging from product quality to emotional appeal Next you'll discover that the winners of global reputation surveys get to the top by following a set of core principles through which they build visibility distinctiveness consistency authenticity and transparency Then starting from where you are now you'll learn how to implement genuine corporate initiatives that strengthen two-way dialogue with all your stakeholders and build the reputational capital you will need to succeed and thrive Why reputations matter the proof in cold hard cash Quantifying the unquantifiable the value of your corporate image The reputation audit discovering where you stand Six key measures of your corporate reputation Using the Reputation Value Cycle to your advantage Creating a virtuous circle in which reputation enhances business corporate value Making it real the elements of trustworthiness Building and communicating authenticity consistency and transparency Standing apart from the crowd Improving your visibility and your distinctiveness How FedEx did it lessons for your organization Reputational best practices from a company built on trust Create quantifiable business value by building your company's reputation The definitive business reputation guide for every corporate officer strategist corporate communicator and marketing professional How to audit your reputation and benchmark your competitor An integrated approach that cuts across communications strategy marketing and organization Techniques for strengthening your reputation with investors customers partners regulators citizens and employees Includes detailed tools from the Reputation Institute's own StellarRep™ model the world's #1 reputation management toolkit Companies with great reputations do better on virtually every business metric Now you have unprecedented access to a roadmap for building the kind of reputation you need and deserve Drawing on unsurpassed experience and the field's best research two leading experts illuminate reputation management for executives business communicators marketers and strategists alike You'll first review the powerful business case for actively managing your reputation Next you'll realistically assess where you stand in areas ranging from product quality to financial strength vision to social responsibility discovering how to make the most of your strengths as you overcome your weaknesses The authors show that to improve reputation you have to improve visibility distinctiveness authenticity transparency and consistency throughout the enterprise not just in traditional silos like PR advertising or IR Want the powerful business value that arises from a world-class reputation One book will show you how to get it Fame and Fortune A strong reputation is an enduring source of competitive advantage In Fame and Fortune Fombrun and van Riel show how successful companies mobilize the support of employees consumers and investors to strengthen their reputational capital An excellent read

Frederick W Smith Chairman President CEO FedEx Corp **Fame And Fortune: How Successful Companies Build Winning Reputations** Fombrun, **Winning Reputations** C. Genasi,2001-10-12 This book provides practical advice from the Chief Executive of one of the biggest PR firms in the world on how to manage your personal PR Explaining how to develop your career promote your business or carry out campaigns for change he focuses upon reputation as the key to world class individuals companies and great brands Including many compelling examples and cases the book includes a toolkit and practical plans for doing this for yourself *Fame and Fortune, How Successful Companies Build Winning Reputations, Palm Reader* Charles Fombrun,Cees Van Riel,2004-05-01 **Winning the Reputation Game** Grahame R. Dowling,2016-04-22 Core strategies for creating a corporate reputation that will provide a competitive advantage in the marketplace a back to basics approach What does a company have to do to be admired and respected Why does Apple have a better reputation than say Samsung In *Winning the Reputation Game* Grahame Dowling explains Companies reputations do not derive from consultant recommended campaigns to showcase efforts at corporate transparency environmental sustainability or social responsibility Companies are admired and respected because they are simply better than their competitors Companies that focus on providing outstanding goods and services are rewarded with a strong reputation that helps them gain competitive advantage Dowling who has studied corporate reputation building for thirty years describes two core strategies for creating a corporate reputation that will provide a competitive advantage to be known for being Best at Something or for being Best for Somebody Apple for example is best at personal technology products that enhance people s lifestyles IKEA is best for people who want well designed furniture at affordable prices Dowling covers such topics as the commercial value of a strong reputations including good employees repeat customers and strong share price how corporate reputations are formed the power of being simply better the effectiveness of corporate storytelling for good or ill Kenneth Lay of Enron was a master storyteller and keeping out of trouble Drawing on many real world examples Dowling shows how companies that are perceived to be better than their competitors build strong reputations that reflect past success and promise more of the same Companies that artificially engineer a reputation with irrelevant activities but have stopped providing the best products and services available often wind up with mediocre or worse reputations [Corporate Reputation, Brand and Communication](#) Stuart Roper,Chris Fill,2012-02-09 The book is the essential companion for undergraduate and postgraduate students studying corporate reputation branding marketing communications and public relations It is also an invaluable resource for students studying for professional marketing qualifications most notably those studying the Managing Corporate Reputation module on the Postgraduate Diploma offered by the Chartered Institute of Marketing **The Missionary Review of the World** ,1924 *Michigan Education Journal* ,1930 Includes section Moderaor topics **Transactions** Society of Automotive Engineers,1912 **The Association Between Human Resource Management Reputation and Corporate Performance** John M. Hannon,1992 *SAE Transactions* Society of Automotive

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