

The MANAGEMENT PLUS series

Concepts

REPUTATION MANAGEMENT

OBJECTIVES

Reading this unit will help you to:

- Assess the effectiveness of your organisation in creating and maintaining an appropriate image at corporate and business levels
- Identify what is being done and what needs to be done to maintain an effective image for both the organisation and the products and services that the enterprise depends on for growth and survival
- Evaluate the value of techniques used in managing external and internal public relations
- Assess how effective your organisation is at providing corporate governance and dealing with crisis situations where reputations may be at risk

Articles

1. Creating and managing a reputation
2. Creating and managing an image
3. Corporate image and added value
4. Creating and managing corporate image
5. Using outside agencies to build corporate image
6. Creating and managing brand image
7. Branding and buyer behaviour
8. Brands as communications
9. Techniques used to manage an internal image
10. The role of public relations in the organisation
11. Internal marketing and change management
12. Public relations and external communication
13. Ethics and corporate responsibility
14. Protecting reputation and image: risk management

Further reading



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Applications Guide

REPUTATION MANAGEMENT

OBJECTIVES

The activities in this guide will help you to put into practice the concepts of management covered by this title:

- **Assess the effectiveness of your organisation in creating and maintaining an appropriate image at corporate and business levels**
- **Identify what is being done and what needs to be done to maintain an effective image for both the organisation and the products and services that the enterprise depends on for growth and survival**
- **Evaluate the value of techniques used in managing external and internal public relations**
- **Assess how effective your organisation is at providing corporate governance and dealing with crisis situations where reputations may be at risk**

Activities

1. **Assessing current attitudes**
2. **The wish image**
3. **Valuing the organisation**
4. **Handling complaints**
5. **Deciding whether to use an agency**
6. **Assessing brand values**
7. **Branding and attitudes**
8. **Communicating the brand**
9. **Managing the internal image**
10. **House journals**
11. **Managing change**
12. **Press releases**
13. **Ethical analysis**
14. **Establishing a crisis team**



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