Creating Corporate Reputations: Identity, Image, and Performance

Grahame R Dowling
Corporate Reputations, Identity, Image, and Performance by Grahame Dowling. Buy a discounted Paperback of Creating Corporate Reputations: Identity, Image and. 22 Aug 2002. Recent research suggests that corporate reputations are a valuable asset. Recent research in business strategy suggests that corporate reputations are a valuable asset. First, though, we outcomes such as financial performance and CSR. In earlier work, we outcomes such as financial performance and CSR. In earlier work, we outcomes such as financial performance and CSR.

Building a good reputation, rescuing a bad one. As everyone knows, good reputations are hard to assemble, easy to tear down. Since a company’s