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Crisis, Issues and Reputation Management defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including advising companies on how to approach issues of Corporate Social Responsibility. The reputation of an organization influences who we buy from, work for, supply to and invest in.

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Review: Crisis, Issues and Reputation Management. 11 Feb. The CIPR defines public relations as being ‘ about reputation – the result of what you do, what you say, and what others say about you. ’ . So it ’ s surprising that the very first book in the 15-strong CIPR/Kogan Page PR in Practice series to even mention reputation in its title was published only last year.

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Our crisis and reputation management team can handle corporate crises across a range of practice areas and sectors,

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Crisis: Daily activity is consumed by the crisis, which could disrupt business; Issue: Managed during regular office hours and it is business as usual; 6. Time. Crisis: All crises eventually come to an end, but financial and reputational impacts could linger; Issue: Issues can extend for months, year or decades; 7. Impact. Crisis: Possible threats to health, property, environment, etc. Issue: Possible threats to market share, financials and reputation; 8. Outcome. Crisis: Minimize damage to ...

~~The Difference Between Crisis and Issues Management ...~~

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Crisis, Issues and Reputation Management defines and explores the value of reputation, providing practical guidelines for effective reputation management that will resolve issues with minimum damage and disruption to the business. Showcasing a variety of crises through a range of case studies from international brands including Nestle, Unilever, General Electric, McDonald's, Coca-cola, Cadbury, Tesco, Pan Am, RBS and more, this definitive handbook provides a new and broader perspective on ...

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Issue management is a normal executive activity, done according to schedule in office hours while business continues. A crisis, by definition, is outside normal experience, it causes top executives to drop all other priorities, and it may severely disrupt continuity of the organization ' s core business.

~~Issue? Crisis? What ' s The Difference and Why Is It ...~~

For me, one of the best texts is from a practitioner: Crisis,

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Issues and Reputation Management by Register Larkin ' s Andrew Griffin. When published in 2014, it was the first in the long list of CIPR/Kogan Page PR in Practice books to reference ' reputation ' in its title.

~~Public Relations as Reputation Management – PR Academy~~
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