



# **New Strategies for Reputation Management: Gaining Control of Issues, Crises and Corporate Social Responsibility**

*Andrew Griffin*

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A damaged reputation can severely hurt the bottom line. Most corporations value their reputations accordingly. *New Strategies for Reputation Management* shows executives how to take the initiative in strategically managing a company's reputation.

Author Andrew Griffin argues that standard thinking on reputation management is often inadequate for today's information age. He describes a host of new and robust methods that will ensure a company's reputation can withstand the major crises and unforeseen events that threaten it.

Covering both practical and strategic issues, *New Strategies For Reputation Management* explains how to deal effectively with unexpected crises. It also describes what strategies can build a company's good reputation at other times. International case studies and hundreds of examples drawn from the author's extensive experience in the field make this book an effective guide for managing a company's reputation for success.

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