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the executives who
direct them, the
employees who
create value and
their stakeholders
who influence
them, all interact
and can impact
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where even a
tweet can shape
impressions, the
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management has
never been higher.
Every single move,
decision taken and
each isolated event
that involves a
company or public
figure, is

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scrutinised,
documented and
publicised globally,
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the executives who direct them, the employees who create value and their stakeholders who influence them, all interact and can impact corporate reputation. In a 24/7 media environment, where even a tweet can shape

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cultivating and
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the contribution of

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the effect it can
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To define corporate reputation, we can say that it is basically the overall estimation of the company or any organization that is held by the stakeholders of the internal and the external market. In simpler words, corporate

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Reputation is the impression that significant people have about your business. The company's past actions and future predictions are the factors that govern the corporate reputation.

~~What is Corporate
Reputation?~~

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~~Importance and
Advantages
Brand~~

Brand
Communication
communication
influences the
stakeholders of the
company. The
stakeholders
include employees,
customers,
investors, and
sponsors as they
are attached to the
brand in the most

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integrated manner
and it is the prime
duty of the
management to
have a
communication
with them on
regular basis about
the happenings
and important
matters of the
brand.

~~What is Brand~~

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Communication?

Advantages of
Brand

Communication

The meaning of corporate communication is to build a brand and company reputation to share with clients, customers and employees. The corporate

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communications team will help shape the public and private identity of a company, and share its successes, goals and wisdom, with long-term benefits.

~~What Is the
Meaning of
Corporate
Communication? |~~

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Bizfluent
Reputation

Reputations are
Brand And
built on a
Communication

foundation not only
of communications
but also of deeds:
stakeholders can
see through PR
that isn't supported
by real and
consistent business
activity.

Consumers, our
research indicates,

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feel that
companies rely too
much on lobbying
and PR
unsupported by
action.

~~Rebuilding
corporate
reputations |
McKinsey~~
Components of a
corporate
reputation. The two

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main sources of a corporate reputation are experience and information - a person's past dealings with the organization (and potential future dealings) as well as the extent and nature of their direct and indirect communication

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with it. Reputation

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~~Why a good
corporate
reputation is vital
to your ...~~

Neglect of
reputation by
means of apathy,
indifference or
ineffective
communication is
leaving a key
communication to

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the vagaries of other market forces. Murray and White also point to relationship management as being 'at the heart of creating, enhancing and retaining a good reputation' (2004, p. 10).

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