



Creating Corporate Reputations: Identity, Image, and Performance

By Grahame Dowling

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Recent research suggests that corporate reputations are a valuable strategic asset for every company. This book outlines how high-status companies become corporate super brands and it presents managers with a framework to proactively enhance their corporation's desired reputation. Drawing on more than fifteen years of research, executive seminars, and consulting experience, Dowling emphasizes the roles that customer value and organizational culture play in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change.

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Review

"...a detailed blueprint for the corporation determined to create, maintain, and protect a highly positive reputation...The section on image and reputation measurement is especially informative. This book is must reading for public relations professionals and also will prove enlightening to marketing managers and executives."--*Choice*

"This book blends art and science to provide insight for marketing managers on how to implement marketing more effectively to create and capture the value of the offers they make to their target customers."--*Abstracts of Public Administration, Development, and the Environment*

About the Author

Grahame Dowling, is professor of Marketing at the Australian Graduate School of Management. He is one of Australia's leading researchers and writers on marketing and its importance in today's successful corporations and organizations. In 1997, Dowling was named the Distinguished Marketing Researcher in Australia and New Zealand for his work on the adoption and diffusion of innovations.

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