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Reputation Rules

Strategies For Building

Your Company S Most

Valuable Asset

# Reputation Rules Strategies For Building Your Company S Most Valuable Asset

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### Reputation Rules Strategies For Building

Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you.

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McGraw-Hill Education ISBN:

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## Reputation Rules

In *Reputation Rules: Building Your Company's Most Valuable Asset*, Daniel Diermeier, the IBM Professor of Regulation and Competitive Practice and director of the Ford Center for Global Citizenship, asserts that the 24/7 news cycle and rise of social media have made reputation management a higher strategic priority than ever.

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Reputation Rules - Kellogg School of Management

In a conversation with IndustryWeek, Diermeier offered three tips to help manufacturing leaders protect their companies' reputations. 1. Think Strategically. "A common misunderstanding that executives

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have is they think about reputation as equivalent or a follow-up to having satisfied customers," Diermeier says.

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Three Tips to Protect Your  
Company's Reputation |  
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Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you.

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In Reputation Rules, Kellogg

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## Reputation Rules

School of Management professor Dr. Daniel Diermeier explains how to use reputation as a key strategic element. Real-life business scenarios from Mercedes, Shell, Enron, Toyota and others prove the need for reputation-management tools; Diemeier illustrates how they can be used to establish a culture that enables any organization to face any corporate mishap.

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Examples include eBay, an auction service which uses a system of customer feedback to publicly rate each member's reputation, or Amazon.com which has a similar

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