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Reputation: Realizing Value from the Corporate Image

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Abstract

In the first book to quantify the economic returns of reputation, Fombrun shows that by developing strong and consistent images, well-regarded companies create hidden assets that give them a distinct competitive advantage. This book takes readers on a whirlwind tour of how companies build credibility and status. Fombrun shows how major organizations in such diverse settings

as the fashion, investment banking, and packaged goods industries--and even U.S. business schools--compete for prestige and achieve celebrity.

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