



Reputation Matters: Turn Your Business Into a Trusted Brand (Paperback)

By Regine Le Roux

Quickfox Publishing, United States, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Building a reputation is all about consistency. Whether you are being unfailingly consistent or consistently unpredictable, you are in the process of building a reputation for yourself. A consistently positive stakeholder experience builds reliability, which builds trust, and ultimately establishes a strong and positive reputation. It is important to have the right building blocks in place to build a solid reputation. This book will guide you on how to build your organisation's reputation so that you can be the business that people want to do business with. From an academic and experiential point of view, Regine le Roux is best placed to help you identify and formulate solutions that work. This book is her step-by-step guide to building, managing, growing and maintaining a corporate reputation that reflects a company's true values and ethics. It focuses on ten dimensions that have considerable impact on reputation, such as strategic intent, operational governance, human and operational capital, strategic alliances, social responsibility, value offering, business results and the glue that ties it all together, corporate dialogue. It's not all theory - Reputation...



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Reviews

This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.

-- **Mr. Enrico Lesch**

A high quality book and also the typeface utilized was exciting to read. This really is for anyone who statte there was not a worthy of reading. I am easily will get a enjoyment of reading a written ebook.

-- **Burnice Carter**