

Corporate Reputations, Brandung and People Management:

A Strategie Approach to HR

**Graeme Martin
and
Susan Hetrick**



ELSEVIER

AMSTERDAM • BOSTON • HEIDELBERG • LONDON • NEW YORK • OXFORD
PARIS • SAN DIEGO • SAN FRANCISCO • SINGAPORE • SYDNEY • TOKYO

Butterworth-Heinemann is an imprint of Elsevier



Contents

<i>Foreword</i>	vii
<i>Preface</i>	ix
<i>Acknowledgements</i>	xiii
1 The importance of the corporate agenda and its links with human resource management	1
2 Managing corporate brands and reputations	39
3 Organizational identity, action and image: the linchpin	81
4 The quality of individual employment relationships and individual employee behaviour	115
5 Four lenses on HR strategy and the employment relationship	161
6 New developments in HR strategy and the employment relationship	191
7 Corporate reputation and branding in global companies: the challenges for people management and HR	227
8 Corporate Communications and the employment relationship	257
9 Corporate strategy, corporate leadership, corporate identity and CSR	295
10 The corporate agenda and the HR function: creating a fit-for-purpose future	337
<i>Index</i>	377