## Revealing the Corporation

Perspectives on identity, image, reputation, corporate branding, and corporate-level marketing

An anthology selected and interpreted by

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Bibliothek

## **Contents**

About the Editors

	Foreword	XV
	Acknowledgments	xvii
	John M. T. Dolmon and Stanhan A. Crayeau	
	John M. T. Balmer and Stephen A. Greyser PROLOGUE: NEW INSIGHTS	1
	The second	·
SE	CTION ONE	
Rev	realing the corporation: an integrative framework	9
	7	
1	John M. T. Balmer and Stephen A. Greyser	
	MANAGING THE MULTIPLE IDENTITIES OF THE CORPORATION	15
e E	CTION TWO	
<b>o</b> ⊏	CTION TWO	
lde	ntity: the quintessence of an organization	31
2	Wally Olins	
	CORPORATE IDENTITY: THE MYTH AND THE REALITY	5 3
3	Walter Margulies	
	MAKE THE MOST OF YOUR CORPORATE IDENTITY	66

xiii

## X bONTENTS

4	Stuart Albert and David Whetten ORGANIZATIONAL IDENTITY	77	
5	Helen Stuart THE EFFECT OF ORGANIZATIONAL STRUCTURE ON CORPORATE IDENTITY MANAGEMENT	106	
6	John M. T. Balmer and Edmund R. Gray CORPORATE IDENTITY AND CORPORATE COMMUNICATIONS: CREATING A COMPETITIVE ADVANTAGE	124	
	CTION THREE porate communications: a dimension of corporate meaning	137	
7	David Bernstein CORPORATE VOID	153	
8	Cees B. M. Van Riel THE MANAGEMENT OF CORPORATE COMMUNICATION	161	
SECTION FOUR Corporate image and reputation: the other realities			
9	Pierre Martineau SHARPER FOCUS FOR THE CORPORATE IMAGE	187	
10	James Grunig IMAGE AND SUBSTANCE: FROM SYMBOLIC TO BEHAVIORAL RELATIONSHIPS	204	
11	Charles J. Fombrun and Cees B. M. Van Riel THE REPUTATIONALLANDSCAPE	223	
12	Stephen A. Greyser ADVANCING AND ENHANCING CORPORATE REPUTATION	234	
	CTION FIVE corporate brand: an organization's covenant	243	
13	Stephen King BRAND-BUILDING IN THE 1990S	259	

	j	CONTENTS	Xi	
14	Kevin Lane Keller and David A. Aaker THE IMPACT OF CORPORATE MARKETING ON A COMPANY EXTENSIONS	'S BRAND	272	
15	John M. T. Balmer THE THREE VIRTUES AND SEVEN DEADLY SINS OF CORP BRAND MANAGEMENT	ORATE	299	
SECTION SIX  Case Study: Bank One - "The Uncommon Partnership" 3				
16	Peter L. Phillips and Stephen A. Greyser BANK ONE-XXTHE UNCOMMON PARTNERSHIP"		323	
	John M. T. Balmer and Stephen A, Greyser EPILOGUE: BEYOND THE AGE OF INNOCENCE		345	
	Index		359	