ESSENTIALS OF CORPORATE COMMUNICATION

Implementing practices for effective reputation management

Cees B.M. van Rid and Charles J. Fombrun

Routledge

g Taylor & Francis Croup LONDON AND NEW YORK

CONTENTS

Illustrations		ix
Acknowledgr	nents	xv
Introduction	The Communication System	1
Chapter 1	What is Corporate Communication?	13
Chapter 2	From Communication to Reputation	38
Chapter 3	Creating Identity and Identification	61
Chapter 4	Measuring Corporate Identity	80
Chapter 5	Communicating with the Corporate Brand	106
Chapter 6	Developing a Reputation Platform	131
Chapter 7	Expressing the Company	160
Chapter 8	Communicating with Key Stakeholders	181
Chapter 9	Assessing the Effectiveness of Corporate Communication	207
Chapter 10	Applied Reputation Research	228
Chapter 1 1	Organizing Corporate Communication	260
Bibliography Index		284 302