Sabrina Helm • Kerstin Liehr-Gobbers • Christopher Storck Editors

Reputation Management



Contents

Part I Introduction

Corporate Reputation: An Introduction to a Complex Construct	3
Sabrina Helm	5
Reputation Management	17
Part II Approaching Corporate Reputation	
Overview	23
How to Approach Reputation	27
Reputation: A Sociological View Stephan Voswinkel	31
Identity, Image and Reputation Nuno Zarco da Camara	47
Corporate Branding and Corporate Reputation: Divided by a Shared Purpose? Claudia Fisher-Buttinger and Christine Vallaster	59
Reputation in Relationships	75

3

Part III Measures and Impacts

Overview	91
How to Measure Reputation	93
Challenges in Measuring Corporate Reputation	99
Measuring Media Corporate Reputations Grahame Dowling and Warren Weeks	111
Reputation Management in Different Stakeholder Groups Lars Fiedler	127
Customer-Based Corporate Reputation: Introducing a New Segmentation Criterion Gianfranco Walsh, Sharon E. Beatty, and Betsy Bugg Holloway	151
Financial Impacts of Corporate Reputation Esther de Quevedo Puente, Juan B. Delgado García, and Juan M. de la Fuente Sabaté	163
Part IV Reputation Management in Practice	
Overview	181
How to Manage Reputation	183
Integrated Reputation Analysis at Daimler Sabine A. Einwiller and Michael M. Kuhn	189
Reputation Management at Coca-Cola and Beyond Michael Stopford	201
Corporate Reputation and Stock Market Behavior Claudia Gabbioneta, Pietro Mazzola, and Davide Ravasi	215

Contents

•

Part V Future Trends of Reputation Management

Overview	233
Future Trends of Corporate Reputation ManagementKerstin Liehr-Gobbers and Christopher Storck	235
Corporate Reputation Risk: Creating an Audit Trail Carl Brønn and Grahame Dowling	239
Corporate Responsibility Reporting Reloaded: The New ESG-Reporting Imperative Ralf Frank and Dieter W. Horst	257
Personalization of Corporate Coverage Frank Brettschneider and Matthias Vollbracht	267
About the Authors	291

ς.