



Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation

Leslie Gaines-Ross

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Praise For *Corporate Reputation: 12 Steps to Safeguarding and Recovering Reputation*

"In a sea of business books, *Corporate Reputation* is a beacon of light for all leaders and future leaders looking for direction in the treacherous waters of a volatile business environment. It delivers a message that's provocative, insightful, and needs to be heard."

—Heidi Henkel Sinclair, Director of Communications, Bill & Melinda Gates Foundation

"Every CEO, senior executive, and, increasingly, board member now appreciates the importance of building and protecting a company's reputation. Anyone who depends upon or shapes a company's reputation—customers, employees, news media, NGOs, and bloggers—will benefit from reading Dr. Gaines-Ross's book and will learn more about the influence they wield over corporate reputations."

—Dr. Robert G. Eccles, Senior Lecturer, Harvard Business School

"At a time when companies are facing unprecedented reputation crises comes a timely primer from Dr. Gaines-Ross that tells us what companies need to do to bring their reputations back from the brink. The book's 12-step reputation recovery model captures what we know about effective crisis management, and brings the process to life with a host of detailed case examples. It's right on the mark!"

—Dr. Charles Fombrun, CEO, Reputation Institute

"Finally, a book that clearly, realistically, and compellingly explains how companies of all types and sizes can protect and restore an invaluable company asset—corporate reputation. Brilliant insights and practical solutions leap from each page! A definite must-read for business professionals everywhere."

—Anthony Sardella, CEO, Evolve24 and Adjunct Professor at the Olin School of Business, Washington University in St. Louis

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