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Reputation Rules: Strategies for Building Your Company's ... In Reputation Rules: Strategies for Building Your Company's Most Valuable Asset, Daniel Diermeier, the IBM Professor of Regulation and Competitive Practice and director of the Ford Center for Global Citizenship, asserts that the 24/7 news cycle and rise of social media have made reputation management a higher strategic priority than ever.

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In a conversation with IndustryWeek, Diermeier offered three tips to help manufacturing leaders protect their companies' reputations. 1. Think Strategically. "A common misunderstanding that executives have is they think about reputation as equivalent or a follow-up to having satisfied customers," Diermeier says.

Three Tips to Protect Your Company's Reputation | IndustryWeek
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In Reputation Rules, Kellogg School of Management professor Dr. Daniel Diermeier explains how to use reputation as a key strategic element. Real-life business scenarios from Mercedes, Shell, Enron, Toyota and others prove the need for reputation-management tools; Diemeier illustrates how they can be used to establish a culture that enables any organization to face any corporate mishap.

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Reputation Rules Strategies For Building Online reputation is a factor in any online community where trust is important. Examples include eBay, an auction service which uses a system of customer feedback to publicly rate each member's reputation, or Amazon.com which has a similar

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