

HOW TO MEASURE AND MANAGE YOUR CORPORATE REPUTATION

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5 Tools to Measure (and Manage) Reputation in Complex Environment

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Led to the Harris-Fombrun Reputation QuotientSM (RQ).
REPUTATION . RI's Revised Standard for Measuring Corporate Reputation.

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We understand the human desire for a score, but the most successful reputation managers compel their organizations to drive their number based on its clear ability to impact their own shared success metrics. Establishing a positive reputation through the media depends on several factors or practices, according to research by the Media Tenor Institute for Media Analysis founded by coauthor Roland Schatz in Lugano, Switzerland. The Reputation Agency has developed bespoke methodologies designed to highlight where the problem is, and with .

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