



Reputation Rules: Strategies for Building Your Company's Most valuable Asset

Daniel Diermeier

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Leverage your company's most important asset—reputation!

It's open season on the corporate world. With so many companies being caught and taken to task for faulty products, outrageous executive spending, and simply bad behavior, reputation is now one of a company's most important assets—which is why you reputation management should be added to your overall strategy.

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, BP, 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.

Based on more than ten years of primary research, lecturing, and consulting in the area of reputation management, *Reputation Rules* provides the tools you need in a business world forever changed by headline debacles, corruption, and greed in corporate America.

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