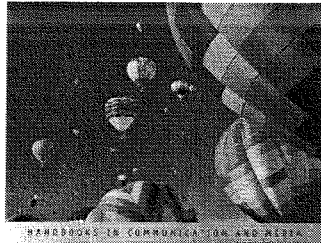


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The Handbook of
**Communication and
Corporate Reputation**
edited by Craig E. Carroll

The Handbook of Communication and Corporate Reputation

Craig E. Carroll (Editor)

ISBN: 978-0-470-67098-9

656 pages
May 2013, Wiley-Blackwell

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Description

With the latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring.

- Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars
- Brings together state-of-the-art communication studies insights on corporate reputation
- Identifies and addresses the lacunae in the research literature
- Applies new theoretical frameworks to corporate reputation

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Author Information

Craig E. Carroll is Visiting Scholar in Corporate Communication at New York University's Stern School of Business and Senior Research Fellow with the Reputation Institute, LLC. He serves on the adjunct faculty at the IE Communication School in Madrid, Spain and USI Università della Svizzera italiana in Lugano, Italy. He is Past Chair of the International Communication Association's (ICA) Public Relations division. He is editor of *Corporate Reputation and the News Media*, and serves on the editorial boards for *Corporate Communication*, *Corporate Reputation Review*, *Journal of Communication*, *Journal of Public Relations Research*, *Public Relations Journal*, *Public Relations Inquiry*, and *Public Relations Review*. His research on corporate reputation has been presented in over 15 countries.

Reviews

"Craig Carroll has edited and written the definitive source on corporate reputation. The book is, in my opinion, a must-read for students and executives with an interest in corporate reputation and communication management. It uniquely covers the whole gamut of disciplinary and theoretical perspectives on the topic and combines this with an impressive array of empirical studies of corporate reputation in various empirical contexts."

Joep Cornelissen, VU University Amsterdam and University of Leeds

"With a remarkable collection of authors from all over the world, this handbook offers perhaps the most comprehensive resource assembled on corporate reputation and communication. It is essential reading for researchers, educators, and professionals interested in this topic."

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