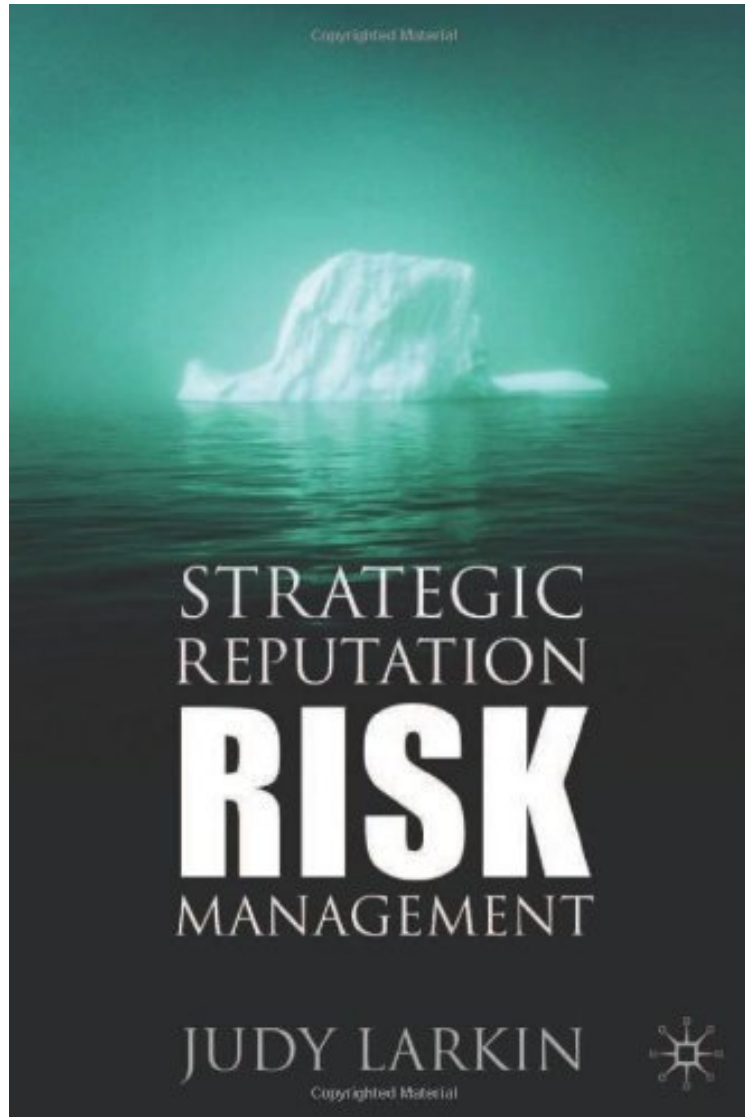


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# Strategic Reputation Risk Management

*Judy Larkin*

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**Judy Larkin : Strategic Reputation Risk Management** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Reputation Risk Management:

Reputation is a commercially valuable asset. This book focuses upon how enhanced reputation can contribute to commercial asset management through increased share price premium and competitive performance, while reputation loss can significantly erode the ability of the business to successfully retain market share, maximize shareholder value, raise finance, manage debt, and remain independent. It provides practical models and checklists designed to plan

reputation management and risk communication strategies.

'The threat to an organisation's reputation is one of the key problems facing management. This guide will help you understand and manage the risk you face.' - Professor Frank Furedi, University of Kent 'This work is exceptionally noteworthy on two scores. First: it manages to draw together a raft of currently popular concepts relating to an organization's communications responsibilities - and then succeeds in articulating them as a coherent yet workable corporate philosophy. Secondly it postulates an eminently practical methodology to guide executives faced with the increasingly daunting task of monitoring and managing the reputational risk process. Intellectually and academically Larkin has achieved a neat balance between advocating principles and recommending practices.' - Professor Tim Traverse-Healy, The Page Society 'Understanding the impact of risk perception on commercial objectives is a critical part of effective risk management and operational performance. This book is immensely readable and provides a practical guide for senior managers who have to engage in active reputation management.' - Ann Sullivan, Senior Director, Cable Wireless 'Reputation management is an essential part of boardroom competence today. This book will give corporate officers a head start in minimizing risks to reputation and building stakeholder relationships for competitive advantage.' - Malcolm T. Williams, Head of Group Issue Management Resource Development, Shell International 'This is an invaluable guide for senior managers who should be recognizing the impact of risk perception on corporate reputation and the delivery of commercial strategies in a complex and rapidly changing business environment.' - Professor Ragnar Lofstedt, Director, King's Centre for Risk Management, King's College, London

About the Author JUDY LARKIN is a specialist in reputation risk management, advising organisations on how to manage the threats and opportunities from emerging issues and risk perception and their impacts on commercial and reputational performance. She is a Founding Partner of Register Larkin and a regular speaker and commentator on reputation risk management issues. She is a Fellow of the UK Institute of Public Relations, Royal Institution and Royal Society of Arts, a board member of the Issue Management Council based in Washington DC, an advisor to government on risk communication and a lecturer for a number of universities, including the Harvard Center for Risk Analysis and Centre for Risk Management at King's College, London.