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# Corporate Reputation Decoded



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**Corporate Reputation Decoded: Building, Managing And Strategising For Corporate Excellence By Asha Kaul, Avani Desai.** Exactly what are you doing when having downtime? Talking or searching? Why don't you attempt to read some e-book? Why should be reviewing? Checking out is one of fun and satisfying task to do in your extra time. By reviewing from several resources, you could discover brand-new info and experience. Guides Corporate Reputation Decoded: Building, Managing And Strategising For Corporate Excellence By Asha Kaul, Avani Desai to check out will many starting from clinical publications to the fiction books. It suggests that you could read guides based upon the requirement that you desire to take. Of program, it will certainly be various and you can read all book types whenever. As here, we will reveal you an e-book should be reviewed. This book Corporate Reputation Decoded: Building, Managing And Strategising For Corporate Excellence By Asha Kaul, Avani Desai is the selection.

## Review

“The authors demystify the complex process of building a corporate reputation in a comprehensive yet simplistic and easily understandable framework, drawing largely upon the journey of Indian corporates. The four critical factors for strategic structuring of reputation outlined in the book, viz., economic logic; goals and objectives; values, vision and mission and environment, appear analogous to the four movements of an orchestral symphony and align the theme of the book. A must-read for every organisation and leader targeting corporate excellence.”

(N. K. Maini)

“A remarkably practical, lucid and well-researched book complete with examples, framework and strategies from corporations in India for building corporate reputation, invaluable for any corporate executive concerned with the subject of building corporate reputation.”

(Dr Arvind N. Agrawal)

“Decoding the DNA of the corporate reputation gene, more so in the Indian context, is a new path to discovery that the authors have commendably embarked upon. When corporates make larger societal value creation a core raison d’être and this commitment drives the enterprise mind, body and spirit, it can unleash a virtuous cycle of innovation and excellence for sustainable competitive advantage. Reputational assets are then a natural outcome.”

(Nazeeb Arif)

“Reputation of a corporate house cannot be built overnight. It takes years of sustained efforts to perpetually meet the expectations of various stakeholders, particularly customers, by instilling a deep-rooted culture of ethical business practices. Interestingly, like various other dimensions of a business, reputation can also be strategised, nurtured and developed for the gainful dividend. Corporate Reputation Decoded is an excellent practical handbook in this regard.”

(Sudhir Vasudeva)

#### About the Author

Asha Kaul is Professor in the Communication Area, Indian Institute of Management, Ahmedabad. She obtained her doctorate in stylistics from the Indian Institute of Technology, Kanpur in 1990. She is the author of *Effective Business Communication* (2000), *The Effective Presentation: Talk Your Way to Success* (2005), *Business Communication* (2nd edition, 2009) and is the co-editor of two books: *Management Communication: Trends and Strategies* (2006) and *New Paradigms for Gender Inclusivity* (2013).

Her current areas of interest include genderlect, politeness, managerial, corporate and digital communication. Currently she is working on Indian cases to comprehend the intricacies involved in corporate decision making for enhancing reputation.

Avani Desai holds a PhD in Investor Relations from Dharmsinh Desai University, Nadiad and an MBA in Finance from Gujarat University. She is a visiting faculty at Indian Institute of Management (IIM), Ahmedabad in the areas of communication and investor relations. She is Director at N R Institute of Business Administration, Gujarat University.

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Corporate Reputation Decoded is the first book of its kind that traces the journey of Indian companies in building corporate reputation (CR). The book addresses CR in the Indian context and is in response to the growing interest of companies in this area. The book explains the process of building, maintaining and strategising for CR. It also discusses various aspects of CR—company’s stakeholders, situations demanding CR interventions, and the impact of a company’s culture, ethics and leadership on its CR. The book expounds on these using Indian cases (Tata, Infosys, HUL, Reliance, Aditya Birla Group, HDFC, among others), which enhance the understanding of CR in India as well as benchmark CR best practices in India. The book is of major significance to CR practitioners, scholars, teachers, students and C-Suite professionals who will also find the techniques proposed in the book interesting as they can assess, evaluate, adopt and adapt strategies followed by other companies for reputation enhancement.

- Sales Rank: #5082036 in Books
- Published on: 2014-05-13
- Original language: English
- Number of items: 1
- Dimensions: 9.40" h x .70" w x 7.00" l, 1.33 pounds
- Binding: Paperback
- 328 pages

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“A remarkably practical, lucid and well-researched book complete with examples, framework and strategies from corporations in India for building corporate reputation, invaluable for any corporate executive concerned with the subject of building corporate reputation.”

(Dr Arvind N. Agrawal)

“Decoding the DNA of the corporate reputation gene, more so in the Indian context, is a new path to

discovery that the authors have commendably embarked upon. When corporates make larger societal value creation a core raison d'être and this commitment drives the enterprise mind, body and spirit, it can unleash a virtuous cycle of innovation and excellence for sustainable competitive advantage. Reputational assets are then a natural outcome."

(Nazeeb Arif)

"Reputation of a corporate house cannot be built overnight. It takes years of sustained efforts to perpetually meet the expectations of various stakeholders, particularly customers, by instilling a deep-rooted culture of ethical business practices. Interestingly, like various other dimensions of a business, reputation can also be strategised, nurtured and developed for the gainful dividend. Corporate Reputation Decoded is an excellent practical handbook in this regard."

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