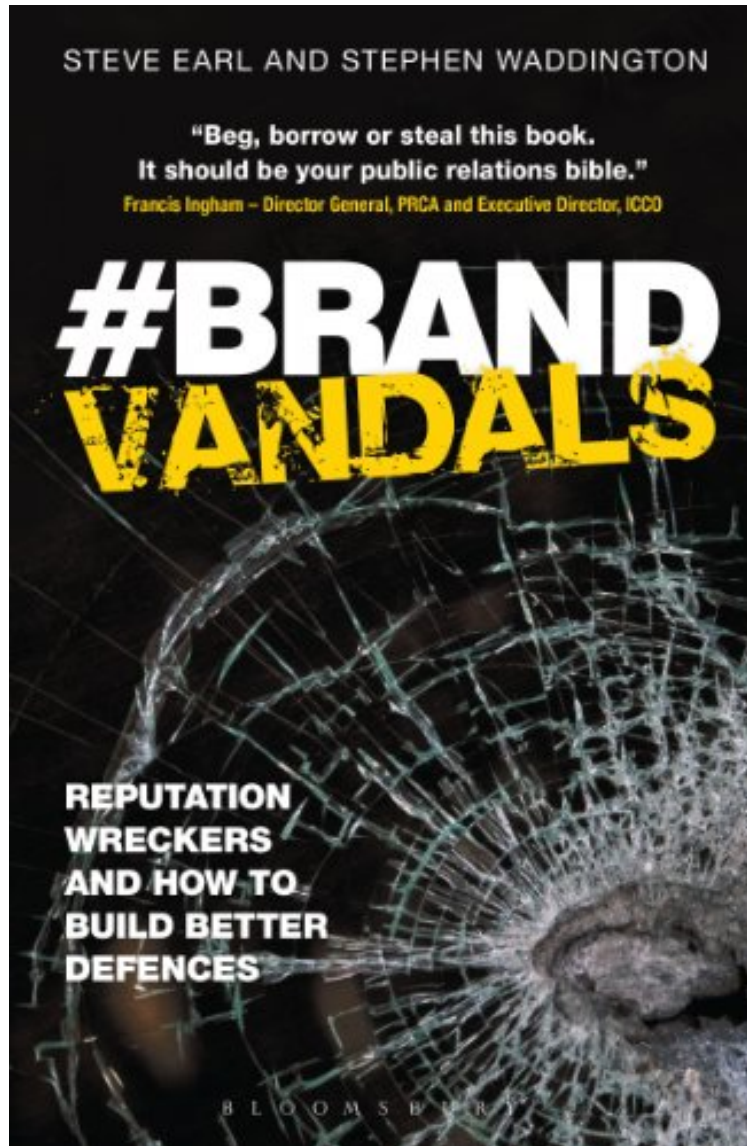


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Brand Vandals: Reputation Wreckers and How to Build Better Defences

Steve Earl, Stephen Waddington
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Steve Earl, Stephen Waddington : Brand Vandals: Reputation Wreckers and How to Build Better Defences before purchasing it in order to gauge whether or not it would be worth my time, and all praised Brand Vandals: Reputation Wreckers and How to Build Better Defences:

Thanks to the rise of social media, what audiences think and say about organisations has never been more critical. Steve Earl and Stephen Waddington's *Brand Anarchy* examined the impact of media change and the new reputation landscape brought about by disaffected shareholders, customers and staff voicing their opinions to a global Internet audience. The authors continue the story here with the brand vandals going one step further; mobilising themselves, and the Internet, to wage war on organisations and willfully cause lasting reputational damage. For the organization, engagement isn't an option; it's a necessity. Brand vandals are forcing a level of dialogue that organisations, public and private, have never had to contemplate before. Smart organisations are helping to define the future of modern brand communication by retooling their public relations and communications teams to truly get to grips with the challenge of engaging audiences in a 24/7 conversation that not only answers criticism, but positively rebuilds corporate reputation. Is your organisation ready for the brand vandals?

Praise for the first edition: "The authors are two experienced journalists turned PR practitioners who have worked on reputation management with major organisations such as IBM and Tesco and they have interesting observations to make about the challenges facing traditional media from the rapid growth of digital. There is good analysis of the different models newspapers are using to adapt to the digital age. Earl and Waddington then look at how companies manage their reputations in the digital age. Organisations are still typically broadcasting their content to their audience rather than engaging. Shifting from traditional forms of corporate communication to social forms of communication requires a change in style and tempo of language, they say." * *The Irish Times* * In a world where brands are competing in an engagement battle for friends and followers, there is a threat that could undermine well-earned and trusted relationships. *Brand Vandals*, from co-authors Steve Earl and Stephen Waddington, takes a look at the factors that could disrupt real-time marketing and provides advice to marketers to protect their relationships with their friends, followers and customers. -- Alan VanderMolen * Vice Chairman, DJE Holdings President and CEO, Global Practices Edelman * The world is increasingly activist and atomised. Trust is both complex and fragile. Brands are at risk like never before. There is a Tahrir Square moment waiting to happen for a business or a brand. *Brand Vandals* grapples with these new truths and tries to make sense of it all... suggesting what might in fact be done. -- Robert Phillips * Head of Chambers, Jericho Chambers and Honorary Visiting Professor of Public Relations, Faculty of Management, Cass Business School * Hard-talking, streetwise advice from two players who are in the thick of the action every day. Packed with anecdote, insight and analysis, *Brand Vandals* puts steel into the spine of the communications team. Challenging and inspiring - if you liked *Brand Anarchy*, you'll love *Brand Vandals*. Today's communicators need to understand the art of communications and the science of delivery. Punchy, forceful and effective, *Brand Vandals* is required reading. -- Philip Young * co-author of *Online Public Relations* and Project Leader, NEMO: New Media, Modern Democracy, Lund University Campus Helsingborg, Sweden * "Books about marketing and public relations tend to fall into two camps: those that are navel-gazing and worthy, and those written from the front line that offer pragmatic upbeat advice. *Brand Vandals* definitely falls into the latter camp. If you have any interest whatsoever in brand reputation, and the vandals who threaten it, beg, borrow or steal this book. It should be your public relations bible." -- Francis Ingham * Director General, PRCA and Executive Director, ICCO * A great follow up to *Brand Anarchy* this book should be required reading for every executive in business today. Myriad social platforms and channels allow brand vandals to potentially destroy a company and personal reputation overnight, deserved or not. Brands and businesses should realise they have to engage with their customers and not just continue to blithely broadcast to them. The authors clearly illustrate what can happen if you don't, with key case studies outlining strategies to help manage and contain the inevitable in the hyper-connected, always-on world we all now live and work. -- Andrew W. Ellis * Founder, Like Minds * An insightful overview of the modern comms landscape...(*Brand Vandals*) gives readers the ammunition they need to plead the case for social media investment, setting out top-level principles behind not just engagement but online measurement and planning. A key element that distinguishes *Brand Vandals* is the focus it places in internal comms. The book recognises that the most dangerous 'vandal' could come from within an organisation and sets out broad steps on how to engage colleagues to become a brand asset...this engaging read teaches us that for major brands, it is not a case of whether the storm hits, but when. -- Beth Lansons * PR Week * An uncontrolled Internet firestorm can destroy a brand's reputation in days. This book will give communications teams a fascinating insight in how online attacks - warranted or unfounded - can best be managed. -- Jonathan Prynne * Consumer Business Editor, *The Evening Standard* * There was a time, relatively recently, when marketers assumed that the brand was defined by all the things they said about their company, its products and services. Today, the brand is defined by all the things other people say, in conversations online and off. *Brand Vandals* seeks to demystify this intimidating new environment and to examine the opportunities for brands that are prepared to embrace transparency, authenticity and genuine dialogue with their consumers." -- Editor, *The Holmes Report* * Paul Holmes * This book pulls no punches. Brand vandalism is here to stay. Packed with great examples, the authors discuss the importance of effective engagement and the challenge of earning trust, belief and advocacy. A must read for all who value reputation. -- Grayling CEO UK Ireland and Chairman PRCA * Alison Clarke * With their follow up to *Brand Anarchy*, Stephen Waddington and Steve Earl once again provide sound advice in *Brand Vandals* about what

can happen to your brand, due to social media and exactly what do to. This sort of advice would normally cost thousands, and they have also included multiple real-world examples of brand vandals at work. If you work in marketing, public relations or as an executive, this book is required reading. -- Andrew Grill * CEO, Kred and leading social business blogger *About the Author Steve Earl is Managing Director, Europe at Zeno Group. Stephen Waddington is European Digital and Social Media Director for Ketchum.