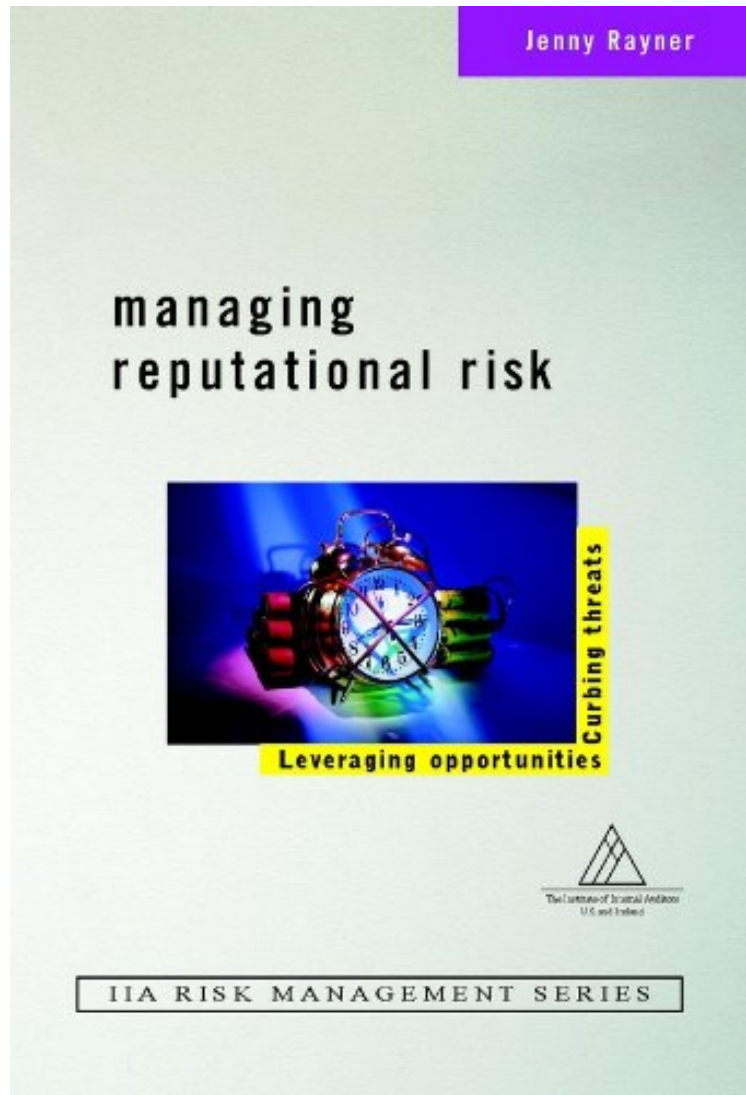


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## Managing Reputational Risk: Curbing Threats, Leveraging Opportunities (Institute of Internal Auditors Risk Management Series)

Jenny Rayner

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**Jenny Rayner : Managing Reputational Risk: Curbing Threats, Leveraging Opportunities (Institute of Internal Auditors Risk Management Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Managing Reputational Risk: Curbing Threats, Leveraging Opportunities (Institute of Internal Auditors Risk Management Series):

1 of 1 people found the following review helpful. Great Resource: Risk Texts Do not Age Well HoweverBy ErikThis is an excellent work on reputational risk and definitely worth obtaining. It is a real shame, however, that there is not a more recent edition. The risk landscape has changed dramatically and a book on risk from 2003 is akin to a book on the Windows operating system from 2003 - significantly less valuable as time goes on.3 of 3 people found the following review helpful. Insightful!By Rolf DobelliThe reputations of several major corporations (Enron, WorldCom, Parmalat and Tyco, to name a few) recently suffered from allegations of fraud, self-dealing, insider trading, accounting shenanigans and various other misdeeds. The sense of scandal became so pervasive that some businesspeople felt ashamed of their profession. Now, the mere rumor of misconduct is sufficient to send a company's stock price down. Ironically, in an era when the transnational corporations seem omnipotent in their globe-girdling might, many of them greatly resemble nubile maidens in an eighteenth century romance, their whole fate dependent on spotless and easily marred reputations. That being the case, every business and every business manager should prioritize the careful husbanding of reputation. We find that this book, which has been highly praised by some of the most estimable authorities on business ethics and management, offers a comprehensive, if sometimes pedantic, guide to every step of building, measuring, preserving and growing reputation capital.3 of 3 people found the following review helpful. An invaluable referenceBy Bill GodfreyThis is both a very good overview of the principles and practice of risk management and an excellent application of the principles to managing risks to organisational reputation.Reputation of an organisation is too often regarded simply as something for the public relations consultants. The author demonstrates the holistic nature of the influences on reputation and works through each of the aspects requiring management, and how they fit together.The only disadvantage of the book is that, because it is so thorough, reading it in full requires a fair commitment of time and attention. To assist the reader, the chapter structure is logical and subsections clearly identified and the many tables and charts provide an effective summary of key points. For those with primary responsibility for an organisation's policies and practices relating to reputation, it is an invaluable reference.

Managing Reputational Risk shows how any organisation can apply simple risk management principles to build stakeholder confidence and safeguard and enhance reputation. It positions reputation and its associated threats and opportunities where they rightfully belong: in the domain of the board room, at the heart of good corporate governance, leading-edge strategy development, effective risk management, corporate responsibility, comprehensive assurance and transparent communications. Illustrates, through numerous examples of good - and not so good - business practice, the importance of respecting and nurturing reputation as a critical intangible asset. Demonstrates how mastery of reputation risks can enable an organisation to be seen as responsible and responsive, as well as equipping it to meet the challenges that lie ahead. nbsp;

"hellip;Managing Reputational Risk demystifies reputation risk management, making it accessible to the boardhellip;" (ACCA Newsletter) ldquo;hellip; brings together the latest ideas for helping companies tackle the growing list of reputational risks.rdquo; (Economist, 22nd Jan 04) ldquo;hellip; extremely thorough and careful coverage of managing reputational riskhellip;rdquo; (Change Management Monitor, May 04) "In this timely volume, Jenny Rayner demystifies the concept of corporate reputation and shows that a good reputation rests ultimately on good management. Directors, executives and managers will appreciate her comprehensive and practical guidelines for building reputational capital and managing reputational risk." Professor Lynn Sharp Paine, John G. McLean Professor of Business Administration, Harvard Business School and member of the US Conference Board's Commission on Public Trust and Private Enterprise. "This is an important book. Reputation is a key driver of shareholder value, yet very few companies manage it with anything like the competence they accord to their tangible assets. The great strength of Rayner's approach is that she shows that effective risk reputation risk management must be at the heart of effective governance and leadership, and emphatically not something that should be left to the PR spin-doctors." Dr Craig Mackenzie, Head of Investor Responsibility, Insight Investment, HBOS plc and Deputy Chair, FTSE4Good Advisory Committee. "Reputational risk and the protection of brand are becoming ever more important, demanding attention at Board level. The impact of reputation on investor sentiment means that excellent reputation management should be a top priority...a good reputation requires strong leadership from the top...This book will be a necessity for directors and managers...it demonstrates how simply any organisation can apply risk management principles." The Right Hon Lord Hunt of Wirral, Senior Partner, Beachcroft Wansbroughs Solicitors and former Cabinet Minister "This book contains practical reasoned advice that business leaders who are fearful of losing their personal or corporate reputation would do well to read. Building trust through setting the tone based on consistently held values is the right starting point to build reputation." nbsp; Philippa Foster Back, Director, Institute of Business Ethics "Risk reporting and management is a bit of a new frontier for accountants. And it is a frontier that seems to constantly expand to embrace new aspects. Post-Turnbull, the management of reputational risk ought to feature strongly on the professional development agenda of all accountants. So this is a timely publication. In the UK, a mandatory Operating and Financial statement will soon be with us and finance directors are going to need a route map through the reputational maze. This book provides one." Roger Adams, Executive Director, Technical, Association of Chartered Certified

Accountants "Reputational risk is becoming increasingly important to a wide range of organisations. The Institute of Internal Auditors - UK and Ireland welcomes this publication, which gives excellent guidance to help organisations identify, assess and manage these risks." Terry Cunnington, IIA Deputy President "If reputations are valuable assets, then companies have to learn to manage, not only the upside potential of gain from building good reputations, but the downside risks of reputation loss. Rayner's book makes a convincing case for boardroom-level focus on reputation risk based on analysis and understanding of the value drivers of reputation. A must-read at the top!" Charles J. Fombrun, Executive Director, The Reputation Institute, and Professor Emeritus, Stern School of Business, New York University

From the Inside Flap

Managing Reputational Risk shows how any organisation can apply simple risk management principles to build stakeholder confidence and safeguard and enhance reputation. It positions reputation and its associated threats and opportunities where they rightfully belong: in the domain of the board room, at the heart of good corporate governance, leading-edge strategy development, effective risk management, corporate responsibility, comprehensive assurance and transparent communications. It illustrates, through numerous examples of good - and not so good - business practice, the importance of respecting and nurturing reputation as a critical intangible asset. It demonstrates how mastery of reputation risks can enable an organisation to be seen as responsible and responsive, as well as equipping it to meet the challenges that lie ahead. Whether you are an executive or non-executive director in the public, private or not-for-profit sector, a company secretary, risk or audit manager, corporate affairs or investor relations professional, fund manager or communications consultant, this book will be relevant to you. Managing Reputational Risk provides a comprehensive and practical framework for curbing threats and leveraging opportunities to reputation.

It: Explores the convergence of the risk management, reputation management, corporate governance and corporate social responsibility agendas