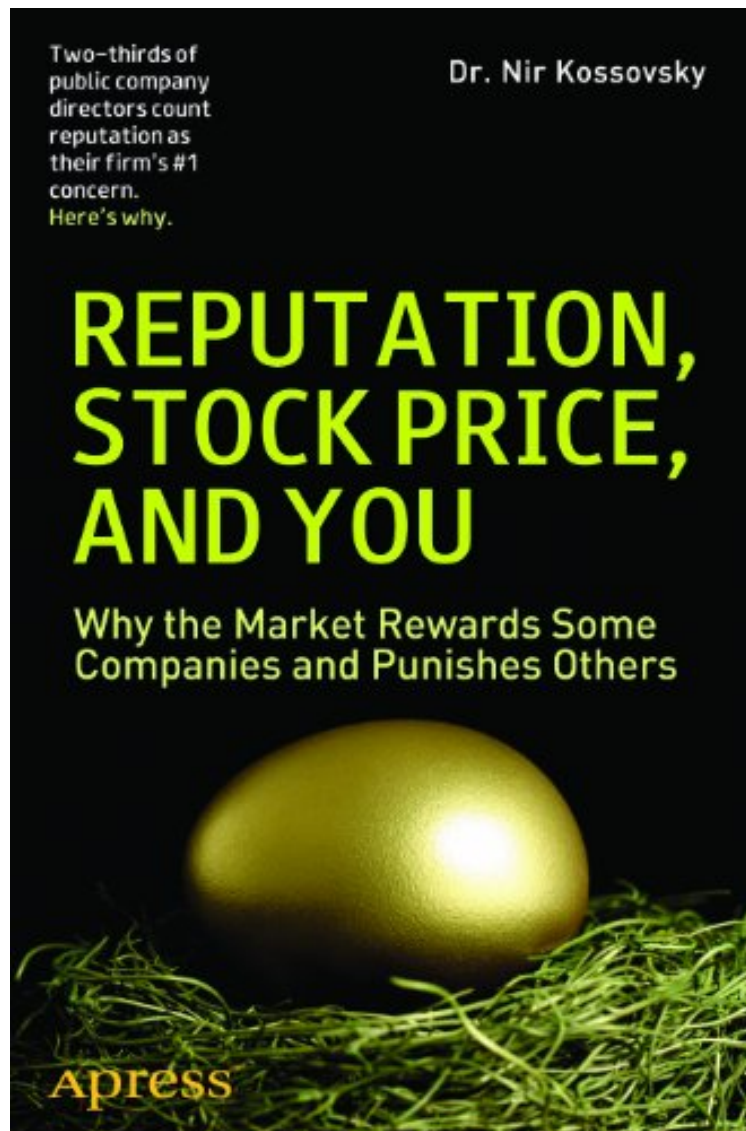


[DOWNLOAD] Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others

Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others

Dr. Nir Kossovsky

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#2251549 in eBooks 2012-11-14 2012-11-14 File Name: B00DGESTR8 | File size: 75.Mb

Dr. Nir Kossovsky : Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reputation, Stock Price, and You: Why the Market Rewards Some Companies and Punishes Others:

0 of 0 people found the following review helpful. The new source book on corporate reputation By Linda Locke "Reputation, Stock Price and You" by Dr. Nir Kossovsky is a very important addition to the (too slowly, IMHO)

growing body of serious analysis about the role reputation plays in creating - and protecting - corporate value. Kossovsky takes the core principle of corporate reputation - that it's about stakeholders and their judgments about companies - and examines current examples of reputation strengths and missteps from the perception of each primary stakeholder group. He provides clear examples drawn from today's headlines so the information is relevant to managers. He makes a convincing case that reputation is not simply a PR or marketing exercise (although communications are important) but should be managed at the same level as key risk decisions. When I began my career in reputation management there were few pieces of research that helped me build the case for a new discipline in the global financial services company where I worked at the time. I had to cobble together a collection of academic journal articles, some data from a very small number of players, and a few essays. Managers today have this book to help them make the case, along with a roadmap to build a plan. Of course, they can always hire a consultant like me to help - but the astute manager will read this book to understand the magnitude of effort - and importance - of a robust reputation management platform. Ultimately, reputation is built and destroyed in the business decisions made each day by managers at all levels. This book details the kinds of decisions that decimated the value of great brands because they no longer met the expectations of their stakeholders, and the need for enterprise-wide competence at making reputation-centric decisions. In addition to being packed with current data the book is eminently readable. The writing is imbued with a sense of energy that engages the reader. It is organized with stories pulled from the news and summary points to highlight the key takeaways. I found gold in the footnotes with extensive references that together provide the essential guide to reputation management for managers and executives. This book should be required reading for MBAs and managers of business large and small. Dr. Kossovsky has made yet another important contribution to the discipline.

0 of 0 people found the following review helpful. A tour de force on connecting the supposedly "intangible" to the tangible - Dr. Kossovsky, through meticulous research, and compelling data, shows that a reputational hit can shave material value off of a company's stock value and, even more importantly, how reputational repair and the creation of internal organizational resilience can add back up to a net 13.5% in stock value. If one extrapolates this lesson from publicly traded companies to other types of organization, it makes for a compelling case for building resilient, well-risk managed and strategically aligned enterprises.

0 of 0 people found the following review helpful. Framework for ValueBy David FoxOver the last few weeks, I have enjoyed reading Mission Intangible alongside Nir Kossovsky's latest book, Reputation, Stock Price and You. The whole body of work is thought provoking as the components of reputational value are detailed. From an enterprise risk management (ERM) and insurance perspective, my sense is that large enterprise risk gaps will be exposed by reputational analysis. If COSO created ERM 1.0 and the SEC's Board Risk Oversight Proxy Disclosure Enhancements promoted ERM 2.0, Kossovsky's excellent work should evolve ERM into version 3.0, i.e., there is now a whole new framework for risk management that should be considered for creating enterprise value.

"All of our working lives we have heard the mantra, 'a reputation lost is never regained.' Still, the firms we work for, admire and invest in seem to take costly reputation hits all too often. Everyone interested in managing, regulating or investing in public firms will find Nir Kossovsky's book a wonderful read through reputations won, lost and regained over the last 20 years. This is the first book which goes beyond platitudes to explain how to spot value-destroying reputation risk and how to manage it or live with its consequences. Couldn't be more timely." — Tom Skwarek, Managing Director | Structuring and Solutions Group, Unicredit Bank AG; previously Managing Director | Corporate Strategic Solutions, Swiss Re.

"There are fiduciary reasons why corporate directors would benefit from reading this book. There is also a personal benefit. The collapse of a company's reputation can stain the personal reputation of its directors." — George Miles, Member of the Board of Directors, AIG, EQT, Harley Davidson, HFF, and Wesco.

"Nir Kossovsky has written a gripping tale, first educating the reader by distinguishing between corporate branding and reputation, then alarming us with case histories of mismanagement of corporate reputational crises, and finally reassuring all with a unique solution, i.e., insuring against the risk of reputational loss." — John H. Bennett, Partner, Global Brand Positioning, previously Chief Marketing Officer, Visa, Inc.

"While directors know reputation is important, it often is treated as a vague 'good' until something bad happens. Nir Kossovsky does a great job, with many examples, of connecting reputation to stock price and to behaviors, before and after crises. If you are a director, a senior manager, or a regulator, you should read this book and remember the lessons it offers. There is no office which will restore reputation, but careful planning and quick response, as Nir points out, can make a big difference." — Herbert S. Winokur, Jr., former chairman on Enron's Board Finance Committee and a director of many for-profits and non-profits

• company that takes a hit to its reputation — BP after the Gulf oil spill, Barclays after fiddling LIBOR, News Corp after the phone hacking scandal — enters a world of grief: • market value falls along with • employee morale, regulatory scrutiny increases, and customers defect and boycott. Reputation, Stock Price, and You: • Why the Market Rewards Some Companies and Punishes Others • shows how a company's reputation is created and how reputational value impacts corporate PL and the personal finances of its many

stakeholders. Better yet, it shows what you can do to profit from, increase, protect, monitor, evaluate, restore, and even insure reputational value. If your job, bonus, options, salary, or investments depend on the stock price of a public company; or on the sales, profitability, or value of a private company; you need to read this book to understand the concrete steps you can take to improve your firm's reputation, reduce risks to its finances and industry standing, and reap the highest reputational dividends. Using dozens of case studies, *Reputation, Stock Price, and You*: Explains how stakeholders, and their expectations, both shape and are shaped by a company's reputation Describes how reputations for ethics, innovation, good governance, quality, safety, sustainability, and security are created and lost Explains why both corporate and individual stakeholder behavior affect reputational value Shows how you can influence the expectations and behaviors of stakeholders, which in turn can improve corporate finances, reduce operational risk, and increase stock price or market value Provides sensitive tools for tracking and predicting stock price as a function of reputational value metrics The majority of directors at U.S. public companies now count reputation as their firm's #1 concern, and with good reason. A firm with a superior reputation gains many benefits: Customers are more willing to pay higher prices, vendors and employees offer better terms for their services, creditors and equity investors offer better terms for capital, and regulators tend to be more forgiving. This book shows how to achieve and sustain a stellar

About the Author Dr. Nir Kossovsky is an authority on business process risk and reputational value. With a career spanning the worlds of risk, probability, and intangibles, Kossovsky is cofounder, chief executive, and director of Steel City Re, reputational value specialists. Kossovsky holds more than a dozen patents, including an algorithmic reputational value measurement system currently enabling insurance solutions (patent pending), third-party investment strategies, and governance products. He is the executive secretary of the Intangible Asset Finance Society, a professional organization, for which he edits the *Mission: Intangible* blog under the nom de plume, Huygens. He served on the boards of Patent License Exchange and Littleearth, Inc.; was a consultant to the FDA's medical device advisory panels; and is featured in case studies from Harvard and Darden Schools of Business. Formerly a practicing physician with an MD from the University of Chicago, Kossovsky earned an MBA from University of Southern California and a BA in Philosophy from University of Pittsburgh. Kossovsky was a tenured member of the faculty of the UCLA School of Medicine, Chief of the UCLA Medical Center's Autopsy Service, and a Deputy Coroner in Los Angeles County. He is a Trustee of Excelsa Health Systems, a community-based health care provider. He graduated from the US Navy War College and was honorably discharged with the rank of Captain from the US Navy Reserves. He is the author of more than 200 scholarly articles, lay articles, and books.