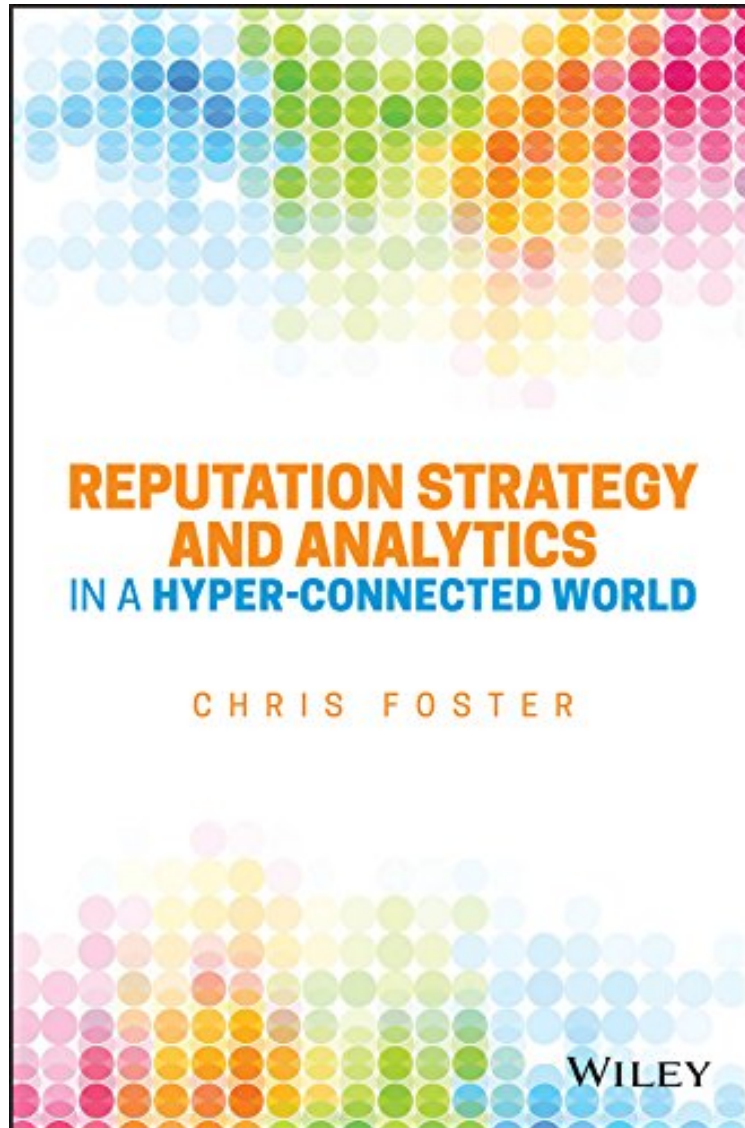


[Download pdf ebook] Reputation Strategy and Analytics in a Hyper-Connected World

# Reputation Strategy and Analytics in a Hyper-Connected World

*Chris Foster*

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



#301416 in eBooks 2016-06-27 2016-06-27 File Name: B01HP3RKQG | File size: 71.Mb

**Chris Foster : Reputation Strategy and Analytics in a Hyper-Connected World** before purchasing it in order to gage whether or not it would be worth my time, and all praised Reputation Strategy and Analytics in a Hyper-Connected World:

1 of 1 people found the following review helpful. 21st century reputation strategyBy V SExcellent, well written, and enjoyable book. Chris gets reputation in the age of 24/7 media. Excellent book to connect PR, crisis, and reputation to analytics in an always on multi channel world on news and social media.

Reputation management techniques that work amidst the unceasing flow of information Reputation Strategy and Analytics in a Hyper-Connected World is a complete guide to corporate communications and reputation management. Covering a range of scenarios from ideal to catastrophic, this book provides a clear blueprint for preparation, execution, and beyond. The discussion focuses on data-driven, evidence-based strategies for the modern digital economy, providing actionable frameworks, practical roadmaps, and step-by-step blueprints for deploying advanced analytics, predictive modeling, and big data techniques to successfully manage communications and reputation. You'll learn how the right tools and people get the job done quickly, effectively, and cost-effectively, and how to identify and acquire the ones you need. Coverage includes the latest technology and cutting-edge applications, bringing you up to speed on what excellence in communications can realistically be. We live in an age of interconnectedness and transparency, and information travels at the speed of light to reach nearly every corner of the globe. This book shows you the key strategies and operational tactics required to respond successfully to financially damaging assaults on your company's reputation. Execute world-class corporate communications Prepare for best- and worst-possible case scenarios Manage organizational reputation in the digital economy Pick the right team and the right tools to get the job done Stories, rumors, lies — there is no safe haven. Big data, cloud, and mobile technologies are fueling a perfect storm of immense proportions, overwhelming the capabilities of organizations and individuals attempting to manage their brands and reputations when hit with damaging information or harmful stories. Reputation Strategy and Analytics in a Hyper-Connected World shows you navigate the never-ending information stream to keep your company out of the undertow.

From the Inside Flap We live in a world of far-reaching social networks and total transparency. Driven by big data and mobile capability, stories, rumors, and lies travel at lightning speed to every corner of the globe. Organizations and individuals must learn to manage their brands and reputations when faced with damaging information or harmful stories. Reputation Strategy and Analytics in a Hyper-Connected World offers business leaders a hands-on guide to the key approaches and operational tactics required for responding successfully to financially damaging assaults on their companies' reputations. Chris Foster, a noted expert on reputation management strategies, outlines a clear blueprint for preparing and executing world-class corporate communications and reputation management techniques. Covering a range of scenarios from the ideal to the catastrophic, this vital resource highlights data-driven, evidence-based strategies designed for today's digital economy. Based on practical experience and research, Reputation Strategy and Analytics in a Hyper-Connected World reveals how to gain the Reputation Strategic advantage by building programs that give organizations the ability to monitor, evaluate, analyze, and respond appropriately in real time to reputational issues. It also includes guidance for better understanding where and how communications will have an effect on reputation as well as information on how to allocate resources appropriately to gain maximum advantage. Reputation Strategy is a set of scientific multi-disciplinary processes that can be integrated into business planning and embedded into operations across business units and geographies. Once in place an effective Reputation Strategy will help an organization create trust in the company's products and services, attract and retain the best employees, drive credibility with outside partners, and serve as a critical success factor for investors. Reputation Strategy and Analytics in a Hyper-Connected World gives leaders the tools and techniques needed for protecting and enhancing their reputations through authentic organizational values, decisions, behaviors, and action.

From the Back Cover **PROVEN REPUTATION MANAGEMENT TECHNIQUES FOR TODAY'S DIGITALLY CONNECTED WORLD** "In today's interconnected consumer economy, the notion that a company's reputation can be 'managed' as a simple commodity or one-dimensional artifact is dangerously outdated. Every morsel of information — no matter how trivial or seemingly innocuous — has the potential to go viral in a heartbeat. Reputations that took decades to build can be destroyed in mere moments." — From the Introduction Reputation Strategy and Analytics in a Hyper-Connected World offers business leaders and communication experts a much-needed guide and proven framework for protecting and enhancing their organizations' reputation over time. Author Chris Foster includes a wealth of tools and strategies for quickly, responsibly, and cost-effectively responding to damaging assaults on a company's reputation. Designed to be accessible, Reputation Strategy and Analytics in a Hyper-Connected World reveals what it takes to be prepared for the best- and worst-possible case scenarios and execute successful corporate communications. Leaders will discover how to select the right team and the right tools that will get the job done right! Chris Foster clearly shows how to navigate the never-ending information stream to help keep any company out of the undertow of reputation damaging events.

About the Author **CHRIS FOSTER** is a senior executive focused on reputation, communications, and corporate strategy across multiple industries. His experience includes strategic communications, Reputation Strategy, brand communications, alliance development, and social and digital communications. He has worked in management consulting, global PR agencies, trade associations, and on political campaigns.