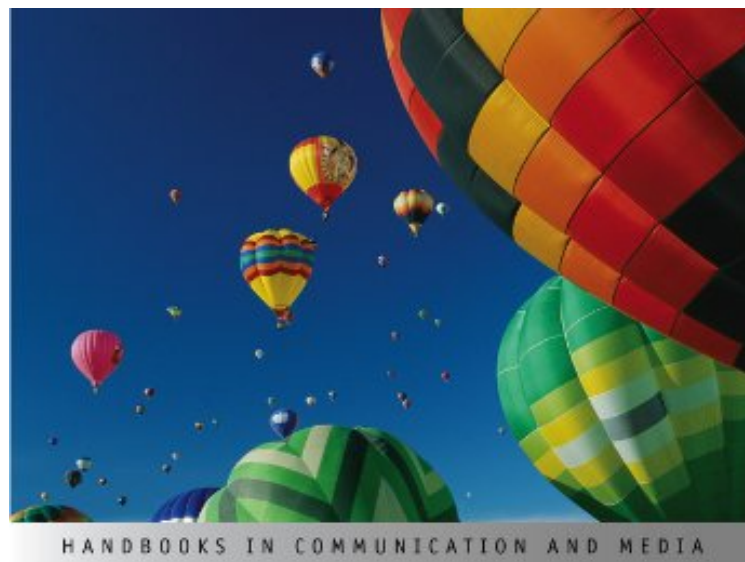


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## The Handbook of Communication and Corporate Reputation (Handbooks in Communication and Media)

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### The Handbook of **Communication and Corporate Reputation**

Edited by Craig E. Carroll

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**From Wiley-Blackwell : The Handbook of Communication and Corporate Reputation (Handbooks in Communication and Media)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Handbook of Communication and Corporate Reputation (Handbooks in Communication and Media):

With the latest insights from the world of communication studies into the nature of corporate reputation, this new

addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing visibility of large businesses' ethical profiles, and tracks the benefits that positive public attitudes can bring. Serves as the definitive research collection for a fast-growing field featuring contributions by key international scholars Brings together state-of-the-art communication studies insights on corporate reputation Identifies and addresses the lacunae in the research literature Applies new theoretical frameworks to corporate reputation

Idquo;Craig Carroll has edited and written the definitive source on corporate reputation. The book is, in my opinion, a must-read for students and executives with an interest in corporate reputation and communication management. It uniquely covers the whole gamut of disciplinary and theoretical perspectives on the topic and combines this with an impressive array of empirical studies of corporate reputation in various empirical contexts.rdqquo;Joep Cornelissen, VU University Amsterdam and University of Leedsnbsp;ldquo;With a remarkable collection of authors from all over the world, this handbook offers perhaps the most comprehensive resource assembled on corporate reputation and communication. It is essential reading for researchers, educators, and professionals interested in this topic.rdqquo;Spiro Kioussis, University of Florida"This comprehensive collection of nuggets from leading scholars explicates corporate reputation: its bases in communication, theoretical dimensions, attributes and research horizon."John Llewellyn, Wake Forest Universityldquo;From snapshots of key interrelationships between corporate reputation and related disciplines to sophisticated treatments of underlying processes, contributors offer fresh insights that push boundaries of scholarship and practice.rdqquo;Patrice M. Buzzanell, Purdue UniversityFrom the Back CoverWith the very latest insights from the world of communication studies into the nature of corporate reputation, this new addition to Wiley-Blackwell's series of handbooks on communication and media reflects the growing importance of large businesses' public reputations. It fills a number of lacunae in the research literature at the same time as providing updated and revised expressions of classic theories in the field. Renowned international scholars assess a range of aspects of corporate communication theory in a style that is accessible to senior-level students of journalism and marketing.Large businesses and corporations can no longer rely on default goodwill from the public, but must be active promoters of the public good they claim to provide, rather than passive institutions reacting to negative happenstance. This book provides evidence that the benefits of doing so are clear: for corporations, organizational learning and a sense of social responsibility result in tangible investment returns. Academics from various disciplines within the field of communicationsdash;journalism, advertising, corporate and organizational communication, media law, history, and public relationsdash;come together to offer a state-of-the-art compendium of all that communication studies has to offer the study of corporate reputation.About the AuthorCraig E. Carroll is Visiting Scholar in Corporate Communication at New York University's Stern School of Business and Senior Research Fellow with the Reputation Institute, LLC. He serves on the adjunct faculty at the IE Communication School in Madrid, Spain and USI Università della Svizzera italiana in Lugano, Italy. He is Past Chair of the International Communication Association's (ICA) Public Relations division. He is editor of Corporate Reputation and the News Media, and serves on the editorial boards for Corporate Communication, Corporate Reputation, Journal of Communication, Journal of Public Relations Research, Public Relations Journal, Public Relations Inquiry, and Public Relations. His research on corporate reputation has been presented in over 15 countries.