ESSENTIALS OF CORPORATE COMMUNICATION

Implementing practices for effective reputation management

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1. to present an overview of the main theoretical models from around the world into one integrated framework;

2. to provide a clear vision about the reputation management style that will be most successful in creating and/or maintaining a positive reputation;
3. to build a framework that can be used to teach the basics of corporate communication at higher levels of education in business schools and executive reputation management programs.

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