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In Reputation Rules: Strategies for Building Your Company's Most Valuable Asset, Daniel Diermeier, the IBM Professor of Regulation and Competitive Practice and director of the Ford Center for Global Citizenship, asserts that the 24/7 news cycle and rise of social media have made reputation management a higher strategic priority than ever.

Reputation Rules - Kellogg School of Management

Reputation Rules: Strategies for Building Your Company's Most Valuable Asset Daniel Diermeier AMACOM (2011) Why a reputation strategy is imperative and how to formulate, execute, and then manage one. It is no coincidence that on Fortune magazine's annual lists of companies that are most highly regarded and considered the best to work for, many of the same companies appear each year.

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In a conversation with IndustryWeek, Diermeier offered three tips to help manufacturing leaders protect their companies' reputations. 1. Think Strategically. "A common misunderstanding that executives have is they think about reputation as equivalent or a follow-up to having satisfied customers," Diermeier says.

Three Tips to Protect Your Company's Reputation | IndustryWeek

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