

The challenges of reputation stewardship

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What is corporate reputation?



'It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently'.

Warren Buffet, the world's richest person

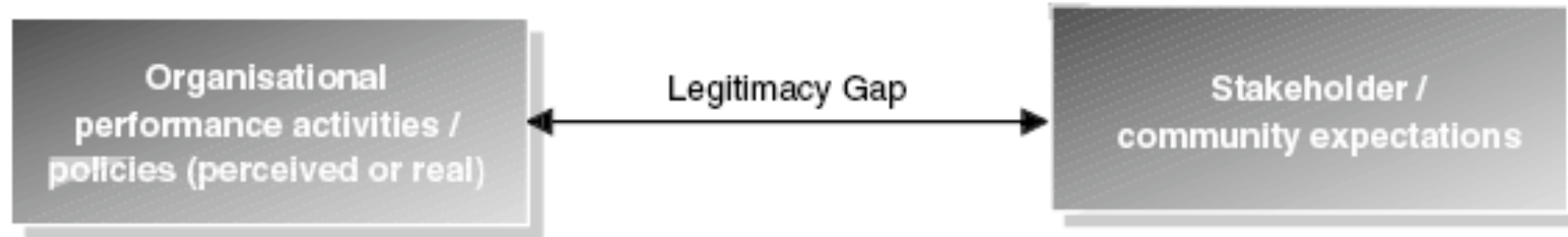
What is corporate reputation?

‘A good reputation can lead to numerous business benefits, including lowering costs, enabling firms to charge premium prices, attracting applicants, investors and customers, increasing profitability, and creating competitive barriers.’

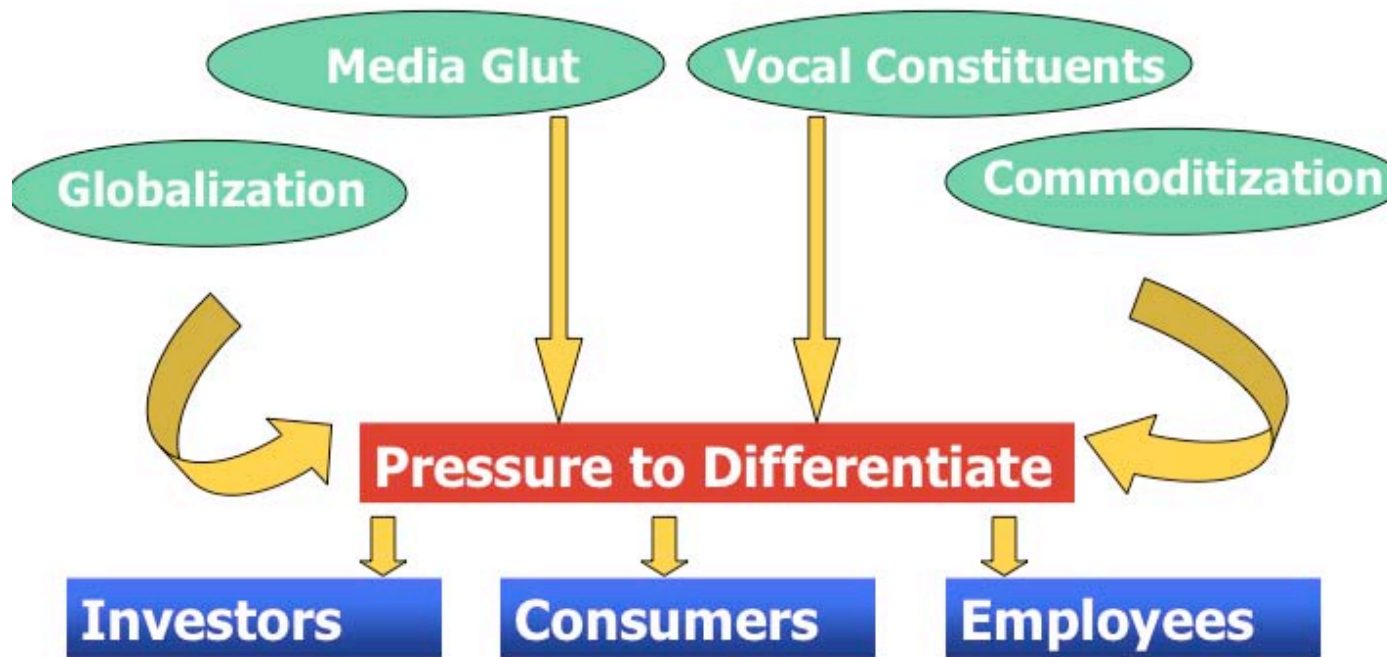
Source: Walker, 2010

What is corporate reputation - the legitimacy gap?

- The size (and impact) of the legitimacy gap between perceived organisational values, activities and performance *and* stakeholder and community expectations is referred to frequently in in Asia and Europe as the '**reputation gap.**'
- Public affairs inputs, outputs and outcomes can be gap -reducers.

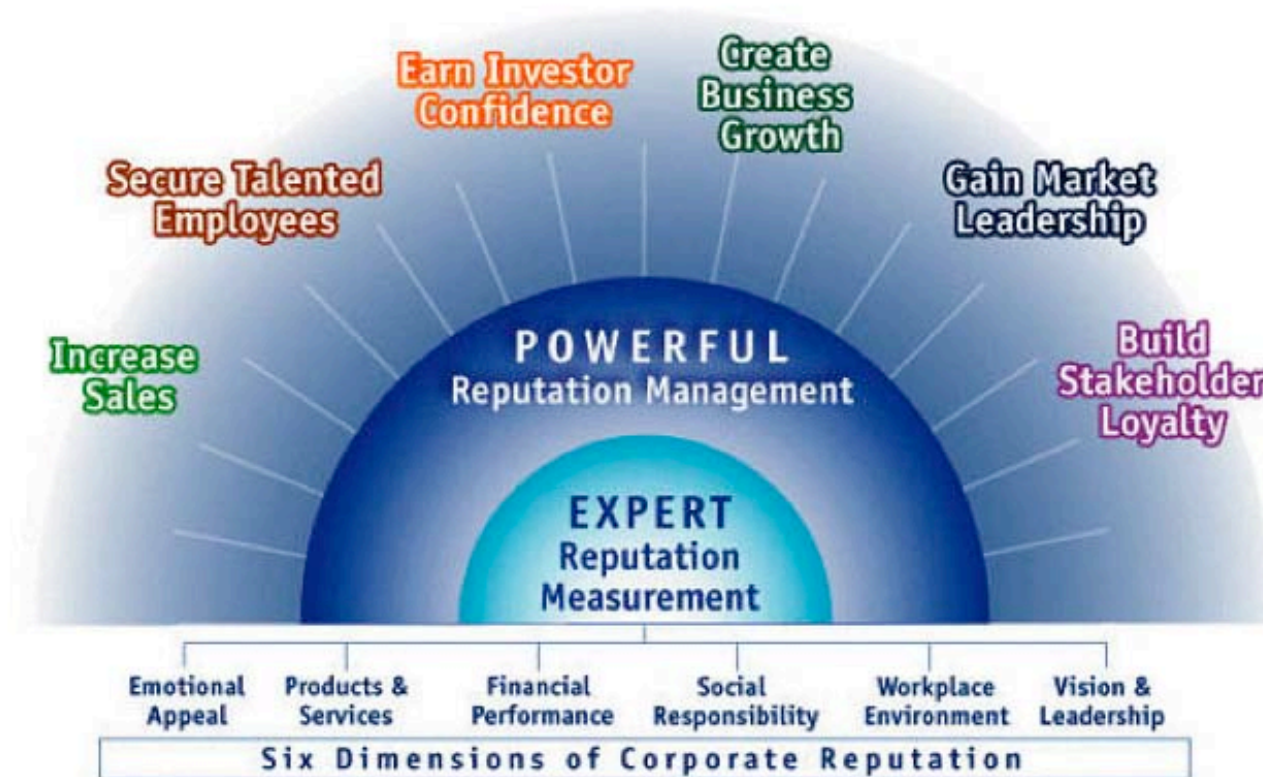


Companies are in a battle for our hearts and minds



Fombrun, 2006

Six dimensions of corporate reputation



Source: Harris Interactive

Global Top 15 companies by overall reputation - 2010

Rank	Company (Home Country)	Global Reputation Pulse
1	Google (US)	78.62
2	Sony (Japan)	78.47
3	The Walt Disney Company (US)	77.97
4	BMW (Germany)	77.77
5	Daimler/Mercedes-Benz (Germany)	76.83
6	Apple (US)	76.29
7	Nokia (Finland)	76.00
8	IKEA (Sweden)	75.60
9	Volkswagen (Germany)	75.55
10	Intel (US)	75.39
11	Microsoft (US)	74.47
12	Johnson & Johnson (US)	74.12
13	Panasonic (Japan)	73.67
14	Singapore Airlines (Singapore)	73.54
15	Philips Electronics (The Netherlands)	73.31

Reputation Institute, New York, 2010, 26 country research (including Asia)