

## Reputation rules : strategies for building your companys most valuable asset

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### Abstrak

Thomas off the rails : the decisive moment and how to miss it -- Mercedes and the Moose : brand management beyond customers -- Shell turns on the water cannons : the growing impact of the second circle -- Of shower curtains and waste baskets : perks, scandals, and moral outrage -- The Katrina chronicles : doing the right thing and getting credit for it -- The terminator gene : from outrage to fear -- Beat the grim reaper : strategic anticipation and the management of reputational risk -- The aim team : how to build a sixth sense -- Andersen before the fall : values, culture, and the teachable moment -- Conclusion: the finger on the trigger : linking the two items on the CEO's agenda or how to build reputation management capabilities.