

Corporate Image

T C Melewar, S F Syed Alwi

Marketing Corporate Image James R. Gregory, Jack G. Wiechmann, 1999 Marketing Corporate Image guides the reader to ways of thinking about corporate advertising, as an investment rather than a cost, how to do it and why it is necessary to build a corporate image in order to increase product sales.'

Managing the Corporate Image James G. Gray, 1986-01-22 Tackling head-on the problem of defining and managing an organizational image, especially in a crisis, Gray offers detailed guidelines for setting up a successful image program that communicates well with an organization's constituency. Through case studies, interviews with executives, and theory, he also examines how organizations have coped with enhancing and reshaping public perceptions. Association Management James G. Gray, Jr., deals directly with the problem of defining and managing the corporate image, especially in times of crisis. While examining the concept of corporate image, he offers detailed guidelines for establishing a corporate image program that communicates effectively with a corporation's various constituencies. Blending practical business case studies, interviews with business leaders, and public communications theory, he examines how companies like Atlantic Richfield, Johnson and Johnson, Sovran Bank, and Giant Food have coped with enhancing and reshaping public perceptions. Gray considers the role of management, media relations, employee concerns, community relations, consumer concerns, external visual image symbols (vital components of a corporate image program, as well as strategies of concern to business/government relations), corporate PACs, and lobbying. He clearly defines the publics of major concern to industry and offers guidelines for managing the corporate image with these publics. Finally, he offers a means of measuring the effectiveness and success of the image-making methods and concepts he proposes. This checklist is especially useful for assessing the value of existing programs and for establishing new ones.

The Company Image Elinor Selame, Joe Selame, F. Peter Model, 1988-09-23 With so many similar or seemingly identical corporations, products and services vying for attention, why is it that some prosper while others fail? This question and many related questions and issues are clearly examined in this book, which shows why a positive, attention-getting corporate image is one of the most important marketing tools for any company. Using several case studies to illustrate key points, it explains what a corporate identity is, why it is important, and how to determine if a company needs a new or revised one. Also discusses how to choose a corporate symbol that sends out the right message, with several annotated illustrations of corporate seals and logos, and examines the responsibilities and alternatives in communicating a new corporate image. Other topics cover packaging and creating brand image as strategic marketing tools; how architectural design can be a powerful statement of company image; using advertising to project a positive corporate image; and issues related to marketing and corporate image-making in the international arena.

Reputation Charles J. Fombrun, 1996 This work provides an analysis of the determinants and effects of reputation management. It demonstrates the economic value of a corporate reputation, quantifying the economic returns for well-regarded companies, and presents recommendations and processes for assessing and improving reputation.

INDICE: Introduction: why reputations matter. Part 1 The hidden value of a good reputation: going for the gold; what's in a name?; enlightened self-inter... Etc.

Developing the Corporate Image Lee Hastings Bristol,1960

Corporate Image Management Steven Howard,1998 Corporate Image Management is a comprehensive, practical introduction to one of the most potent marketing and management tools available for the use of senior executives. Progressive corporate leaders will want to use this new discipline to drive their organizations in today's increasingly competitive markets. The corporate image communicates the organization's mission, the professionalism of its leadership, the calibre of its employees, and its roles within the marketing environment or political landscape. Historically, thinking and writing about the subject has come from the area of graphic design. This approach no longer suits the global, dynamic, cross-border and cross-cultural world in which many of today's businesses and organizations compete. Corporate Image Management describes the discipline which will be a key to successful marketing well into the next century. Steven Howard, who has over 18 years' senior marketing experience in the Asia/Pacific region, illustrates the concept of corporate image management with case stories from Singapore Airlines, MasterCard International, Amazon.com, the National Basketball Association, Britain's Royal Family, and many others. Treats corporate image correctly as a marketing discipline, not a design issue Corporate image is a critical component of relationship excellence Can be used for implementing strategic change within any organization

Corporate Image and Identity Strategies Peter Steidl,Garry Emery,1997 With their complementary interests in corporate image and identity, the authors joined forces to write this book. It highlights the effective integration of strategic business principles and creative design solutions leading to powerful corporate image and identity concepts and strategies.

Sourcebook on Corporate Image and Corporate Advocacy Advertising ,1978

Corporate Image Management Steven Howard,1999-04-24 Corporate Image Management is a comprehensive, practical introduction to one of the most potent marketing and management tools available for the use of senior executives. Progressive corporate leaders will want to use this new discipline to drive their organizations in today's increasingly competitive markets. The corporate image communicates the organization's mission, the professionalism of its leadership, the calibre of its employees, and its roles within the marketing environment or political landscape. Historically, thinking and writing about the subject has come from the area of graphic design. This approach no longer suits the global, dynamic, cross-border and cross-cultural world in which many of today's businesses and organizations compete. Corporate Image Management describes the discipline which will be a key to successful marketing well into the next century. Steven Howard, who has over 18 years' senior marketing experience in the Asia/Pacific region, illustrates the concept of corporate image management with case stories from Singapore Airlines, MasterCard International, Amazon.com, the National Basketball Association, Britain's Royal Family, and many others. Treats corporate image correctly as a marketing discipline, not a design issue Corporate image is a

critical component of relationship excellence Can be used for implementing strategic change within any organization

Visual Identity Susan Westcott Alessandri,2014-12-18 Brands, companies, and organizations, much like people, have personalities, and most of what we know and think about their personalities comes through visual identity. A visual identity is the strategically planned and purposeful presentation of the brand or organization in order to gain a positive image in the minds of the public, including - but not limited to - its name, logo, tagline, color palette and architecture, and even sounds. This practical guide explores visual identity from an organizational brand perspective (corporate, non-profit, etc.), rather than a product brand perspective. It not only helps readers to understand the meaning and value of an organization's visual identity, but also provides hands-on advice on how to promote and protect the identity. Each chapter draws from current research and also contains real-world examples and case studies that illustrate the key concepts.

Corporate Image Design Kazumasa Nagai,1992

The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand Majken Schultz,Mary Jo Hatch,Mogens Holten Larsen,2000-08-17 This book challenges current beliefs about organizational identity, reputation, and branding. It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations. How does an organization create a strong reputation? What are the implications of corporate branding on organizational structures and processes? How do organizations discover their identities? These are some of the vexing problems addressed in this book by a diverse international team of contributors. According to the authors, the future lies with 'the expressive organization'. Such organizations not only understand their distinct identity and their brands, but are also able to express these externally and internally. In order to thrive in an era of transparency and customer choice, the authors argue, organizations will have to be expressive.

Building Corporate Identity, Image and Reputation in the Digital Era T C Melewar,Charles Dennis,Pantea Foroudi,2021-07-29 Brands – corporate, products, service – today are collectively defined by their customers, deriving from personal experiences and word of mouth. This book acts as a forum for examining current and future trends in corporate branding, identity, image and reputation. Recognising the complexity and plurality at the heart of the corporate branding discipline, this book fills a gap in the literature by posing a number of original research questions on the intrinsic nature of corporate branding ideas from corporate (external) and organisation (internal) identity perspectives as they relate to brand management, corporate reputation, marketing communications, social media, smart technology, experiential and sensory marketing. It incorporates current thinking and developments by both multidisciplinary academics and practitioners, combining a comprehensive theoretical foundation with practical insights. The text will serve as an important resource for the marketing, identity and brand practitioners requiring more than anecdotal evidence on the structure and operation of stakeholders communication in different geographical areas. It determines current practices and researches in

diverse areas, regions and commercial and non-commercial sectors across the world. The book provides scholars, researchers and postgraduate students in business and marketing with a comprehensive treatment of the nature of relationships between companies, brands and stakeholders in different areas and regions of the world.

Facets of Corporate Identity, Communication and Reputation Tc Melewar, 2008-04-03 Corporate branding and communication is big business. Companies throughout the world invest millions in strategies which aim to reinvent their profile in subtle yet important ways. The investment must be working, but what is it being spent on, and how do these rebranding exercises work? Including contributions from academics and practitioners, this important collection unravels the complexities of this growing field of study. The text is split into three coherent sections, focusing in turn on identity, communication and reputation. Case studies are used throughout the book to illustrate important issues, such as the basic principles of visual communication, the importance of reaching both internal and external stakeholders, and the challenges faced by companies working in multi-cultural environments. This book brings clarity and new theoretical insights to an important aspect of modern business. It is an invaluable companion for all students, researchers and practitioners with an interest in marketing, communications and international business.

Creating Corporate Reputations : Identity, Image and Performance Grahame Dowling, 2000-12-07 Recent research in business strategy suggests that corporate reputations are a valuable strategic asset for every company. Good reputations have been shown to help firms attain and sustain superior financial performance in their industry. This book outlines how high-status companies become corporate super brands, and it presents managers with a framework to proactively enhance their corporation's desired reputation. While many books concentrate on advertising or corporate identity as the primary tools for reputation enhancement, this book provides a more expansive and realistic picture of what it takes to build a corporate super brand. One of its key contributions is that it emphasizes the roles of customer value and organizational culture in the reputation-building process and exposes the limitations of corporate advertising, sponsorships, and minor corporate identity change. Drawing on more than fifteen years of academic research, executive seminars, and consulting experience, Grahame Dowling suggests ways to improve the corporate reputations that different groups of stakeholders hold of your company. He also describes how to avoid many of the traps that catch unwary managers who try to improve their company's desired reputation.

Image Worlds David E. Nye, 1985 By viewing the corporation as a communicator, *Image Worlds* links the histories of labor, business, consumption, engineering, and photography, providing a new perspective on one of the largest and most representative corporations. General Electric was one of the first modern industrial corporations to use photographs and other media resources to create images of itself; and the GE archives, comprising well over a million images, form one of the largest privately held collections in the world. To produce this venturesome book, David Nye has used these vast archives to develop a new approach to corporate ideology through corporate iconography. *Image Worlds* embraces symbols, intentional signs, and photographs on the one hand and the history of

institutional and technological development on the other. It views photography as a developing technology with a history of its own, and presents the corporation as a communicator as well as a producer and employer. Illustrated with nearly 60 photographs from the archives, the book identifies five image markets that GE sought to organize and address. Company engineers, workers, and managers received publications designed to appeal to their presumed interests. Some of these grew into public journals with a scientific-educational mission; others were restricted in circulation even within the company. At the same time, illustrated mass-media advertising was created to reach potential consumers of GE products. Advertising that presented an image of GE as a place where progress was the most important product. While GE was promoting this enlightened image, the company was also using its resources to reach the voting public, hoping to gain their support for private electrification in the national debate over municipal power. David E. Nye is Associate Professor of American History at Odense University in Denmark.

Insidious Competition Richard Telofski, 2010-06-17 The battle for the meaning of your corporate image is on and Richard Telofski explains how you can fight back in today's online world. The battle is being waged in social media by ordinary and not-so-ordinary competition that subtly and insidiously competes for your company's reputation. Discover this new Insidious Competition, what they do, how they do it, and why they mangle the meaning of your company in the twenty-first century global town square. Learn what you can do about it. Recognize the Different Types of Insidious Competitors within Social Media. Learn about the Tools Each Type of Corporate Image Competitor Wields. Know the Attack Types They Use on YOUR Corporate Image. Understand That for Insidious Competitors It's Not about Truth and Reality. See How Digital Crowd Behavior Can Redefine Your Corporate Image. Explore Counter Strategies and Tactics. The new digital media battle will not be against hackers. It will be in the insidious struggle for meaning. Your company is under an inexorable attack in the new business and social world of the twenty-first century. That attack won't stop. Learn how to preserve your company's image, and, along with it, your job and your children's future.

Corporate Branding T C Melewar, S F Syed Alwi, 2015-04-10 A strong corporate image has power in a competitive marketplace. Its influence on reputational value and customer decision-making is only now beginning to be understood. Interest in corporate branding is exploding as marketing academics and professionals begin to realize how it can boost business performance in measurable ways. For example, it promotes customer patronage without expensive advertising and raises profitability by enabling companies to leverage their brand image when buying from particular sources. Yet there are few empirical studies available to clarify its basic tenets and fewer still that help us understand corporate branding in different parts of the world. Existing books focus mainly on conceptual ideas and real-life examples. *Corporate Branding: Areas, arenas and approaches* is a unique take on corporate branding that provides a global overview through rigorous research of different geographical areas across industries. An international range of leading scholars contribute their coverage across three clear themes: Area: geographical areas across the globe including the UK, USA, Europe and Asia; Arena: a variety of commercial and not-for-profit sectors, both B2B and B2C; Approach: methodological approaches to brand research design,

including qualitative, quantitative, case studies, interpretivistic and social narrative. These three themes enable the reader to consider corporate branding from more perspectives and in more ways than any other corporate branding book. The result is an understanding of this strategically important, growing subject that cannot be found anywhere else. This book is an essential read for any branding student or interested professional.

Image by Design Clive Chajet, Tom Shachtman, 1991 Addresses the importance of establishing a corporate image and examines the success of Lippincott & Margulies, a company that has shaped the images of leading American corporations

Contemporary Thoughts on Corporate Branding and Corporate Identity Management T. Melewar, E. Karaosmanoglu, Elif Karaosmano?lu, 2008-10-23 A new look at the latest thinking and issues in the areas of branding, identity and communication, drawing on recent academic and practical thought on corporate branding. Bringing together an international array of authors, the volume includes case study examples to provide a contemporary insight into corporate marketing communications.

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