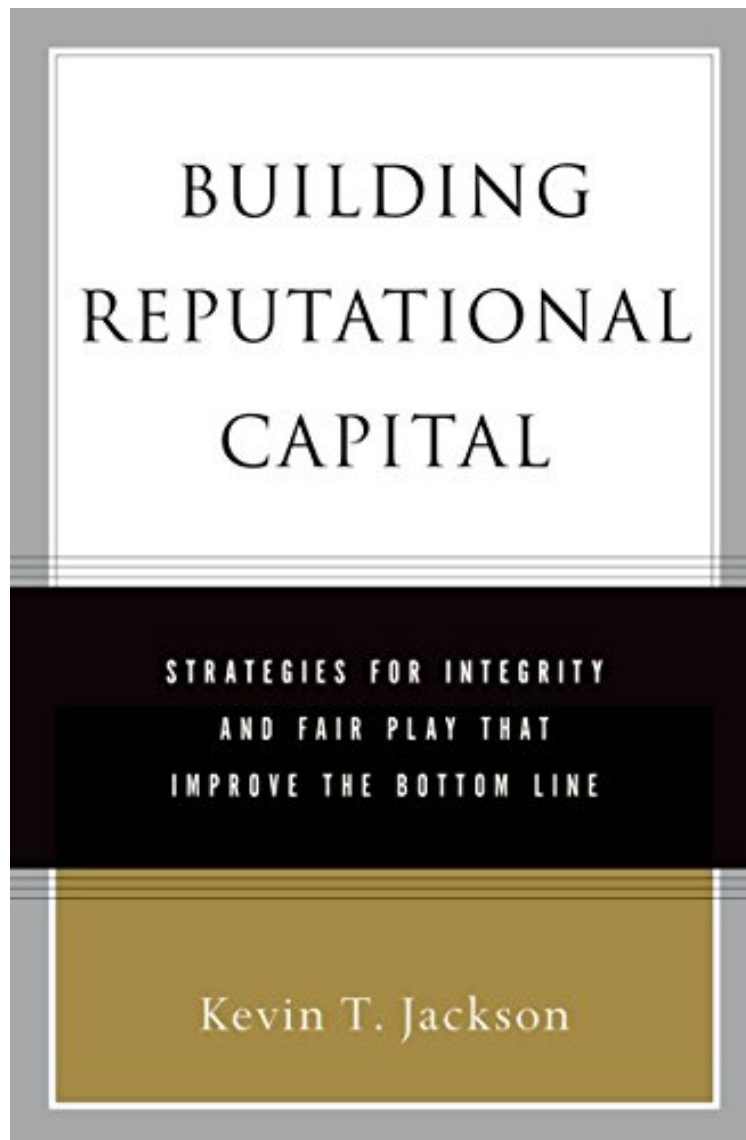


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## Building Reputational Capital: Strategies for Integrity and Fair Play that Improve the Bottom Line

*Kevin T. Jackson*

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**Kevin T. Jackson : Building Reputational Capital: Strategies for Integrity and Fair Play that Improve the Bottom Line** before purchasing it in order to gage whether or not it would be worth my time, and all praised Building Reputational Capital: Strategies for Integrity and Fair Play that Improve the Bottom Line:

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and the book is in very good conditions, like they said. I recommended this online store! 6 of 7 people found the following review helpful. Integrity Impacts the Bottom Line By Stephen This book develops the astute and timely premise that ethical conduct in business is at root a solid economic investment. While money spent following the law might not lead to any special payoffs other than avoiding fines and other sanctions, when a company moves beyond compliance it is making a long-term investment in its reputational capital. Author Kevin Jackson convincingly shows how the notion that you need to be brutal to make it in the business world is a huge myth. And clinging to that myth can ruin a firm's reputation and hurt its bottom line in the process. The powerful message of Jackson's book rings out loud and clear: a reputation for integrity and fair play is the most overlooked intangible asset that a company owns. I think that every businessperson would benefit from a careful study of this book. The author shows how wrongheaded it is for companies to focus on the short-term only, trying to please shareholders with the stock price games that have become all-too-familiar and even scandalous. Jackson gives a clear, sophisticated, and highly insightful guide to help firms maximize principles of moral responsibility -- including respecting human rights, being environmentally friendly, and socially conscious -- to build an enduring and authentic reputation. One of the really interesting ideas set out in the book is that building a strong ethical reputation doesn't have to be a budget-busting enterprise. Corporate leaders can make themselves accessible, treat people with dignity and respect, be compassionate without having to spend a dime. Other good strategies Jackson sets out include: conducting reputation audits, creating mission statements, treating critics (sometimes even activists) as advisors by listening to their point of view, and fostering loyalty from employees and suppliers, which eventually will find its way to customers. The book is inspirational and refreshing, taking both a broad, philosophical perspective while also showing a high degree of sophistication in detailed matters of contemporary business and finance. In making his case for the impact of corporate character on economic assets, he covers ground from Enron, WorldCom and the mutual fund debacle to human rights issues in the Third World. 2 of 2 people found the following review helpful. Packed with Knowledge! By Rolf Dobelli This important book advocates an ethical way to do business and elevates "soft" concepts, such as reputation, ethics and civic responsibilities, into real factors affecting your corporate bottom line. Using fresh interpretations and real-world examples, author Kevin Jackson shows how these elements can add to or detract from a corporation's capital structure. He shares his mastery of how global corporations operate differently when they have a reputation for fairness and integrity. Jackson might challenge some management teams and boards of directors with his use of academic models, business cases and critical presentations to prove that good business behaviors and long-term profits are linked. We recommend Jackson's persuasive book to business owners, strategists, marketers and senior managers who aspire to be leaders. As this fine book very ably shows, when a company builds a great reputation, everyone benefits.

In the aftermath of scandals such as those at Enron and WorldCom, there is a growing suspicion of the corporate world. For this reason it is more important than ever for firms to maintain a good reputation. In *Building Reputational Capital*, Kevin T. Jackson offers a practical guide to taking the high road--the only path that leads to lasting success. Based on extensive research and real-world experience, *Building Reputational Capital* reveals basic principles of integrity and fairness with which firms can build an enduring reputation. More than image, a firm's reputation is a form of capital often neglected in the boardroom and overlooked in conventional analyses of financial statements. Speaking directly to the work experience of real people in practical business settings, Jackson couples each principle with straightforward actions that drive management systems, and he provides tested strategies--from downsizing techniques to e-commerce tips--that cultivate the hidden power of a good reputation. He outlines the advantages of a superior reputation (simply put, people want to work for, invest in, and do business with a company or person with integrity), describes the vital role the firm's leader must play, offers ways to build and protect your reputation on the Internet (from defusing Internet rumors to creating an online community), and shows how to rescue your reputation once disaster hits. Perhaps most important, he shows how to strike the right balance of virtues like authenticity, honesty, responsibility, and stewardship of the environment, employees, and the economy. Highlighted with real-life success stories--from giants like Hewlett-Packard to small firms like Thanksgiving Coffee Company (which invests part of its revenues in the Central American villages in which its beans are grown), *Building Reputational Capital* offers a simple but effective guide for executives, managers, entrepreneurs, legal professionals, and corporate consultants.

"Bad reputation? Author Kevin Jackson argues that taking the ethical high road is the only way for firms to reach lasting success. In *Building Reputational Capital*, Jackson offers a practical guide for executives, managers, entrepreneurs, lawyers and consultants."--*Investor's Business Daily* "This is a comprehensive, down-to-earth guide to creating and sustaining your good reputation as a fair and ethical company. Jackson, an ethics consultant and an associate professor at Fordham University, devotes the first half to gauging the effects of credibility and the second to making credibility happen. As he reminds readers, a good reputation is important for attracting principled employees and keeping the company in good standing, but its also necessary for competitive advantage. The advice is common sense: Among the many tips, he distinguishes between corporate conduct that magnifies reputation (following the

spirit of the law) and conduct that merely maintains reputation (following the letter of the law). Overall, its good to see an important subject handled so skillfully in a readable, non-preachy format."--Harvard Business School, Working Knowledge website

About the Author Kevin T. Jackson is a consultant on business ethics for organizations and leaders worldwide. He is Associate Professor of Legal and Ethical Studies at Fordham University's Schools of Business in New York City. Dr. Jackson delivered seminars on ethics in the securities industry for the NASD, and has given presentations for executives, dignitaries, and financial services organizations, including LOMA/LIMRA. A frequent commentator in the news media on legal and ethical issues facing corporations, he has been on CBS Evening News, CNN, Fox News, and National Public Radio. He lives in New York City.